



creative brief

october 2014
developed by luke switzer

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ClimbOn

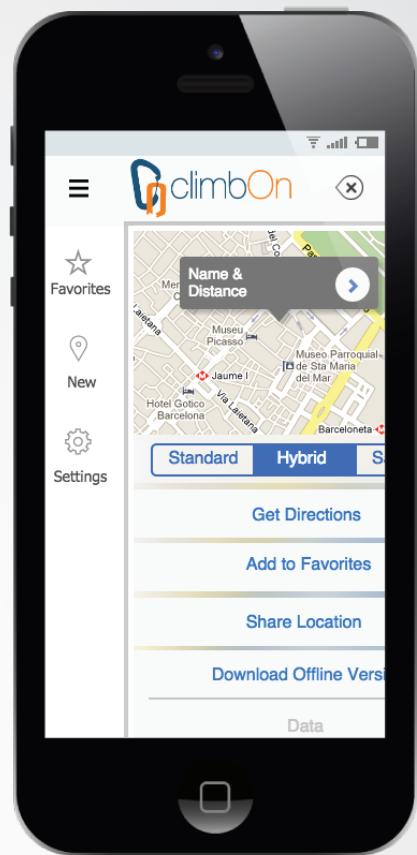
revolutionizing outdoor climbing

OUR VISION



Meshering technology and nature, ClimbOn will forever change the way people rock climb. For decades we have relied on books and maps to deliver us to our destination. With the advent of GPS technology has come a new type of navigation.

However, this excludes the great outdoors and will only guide users on the road. Climbers will gain the same advantage as cars, arriving without hassle to previously uncharted areas with great accuracy. ClimbOn will become as essential to a rock climber as their rope.



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THE NEED



The rock climbing community is growing at a steady rate of 10% annually. With the rise of climbers has come the problem of crowds, not only in gym facilities but at outdoor areas. This has led to climbers seeking out new and unpopular spots to climb in order to avoid the masses.



The problem here is that there is currently no mobile app for trail navigation. Climbers need this tool to accurately guide them to their destination. The risk of being lost in the woods is very real in the climbing community and there is no climbing-specific app available to help.



The ClimbOn mobile application will solve this problem by directing climbers to their desired location with a readout of the exact distance remaining. It will also incorporate a list of locations so users can seek out new places to climb. These features would effectively eliminate the need for guidebooks and the problem of being lost in the woods.

DEVELOPED FOR IOS & ANDROID



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TARGET AUDIENCE:



SASHA . AGE 18

Sasha is an 18 year old student living in Moab, UT. She lives with her parents and owns a car. She uses an Android phone daily for communicating with friends and social media apps. She owns a book for a small area of the climbing around her house but is unfamiliar with many of the locations that Moab is known for. She goes camping with her friends and enjoys outdoor climbing an average of once a week.

The audience for the ClimbOn application will be rock climbers age 16-34. They are employed and smartphone owners with their own form of transportation. No emphasis will be put on gender or average income as these figures do not seem to have bearing on the demographic profile. They are not new to the sport and own their own climbing gear, including a rope. These users also rely on their smartphones for the majority of their daily information.



CLIFF . AGE 30

Cliff works for the parks dept. in Boulder, CO. He uses his iPhone daily. On his lunch break he browses social media for pictures of rock climbing his friends or professionals posted. On his days off & free time he drives three times a week to climbing locations. In the winter months he ice climbs and visits the local indoor gym an average of four times a week. He does not want to spend money on guide books and will often check websites for data about climb locations.

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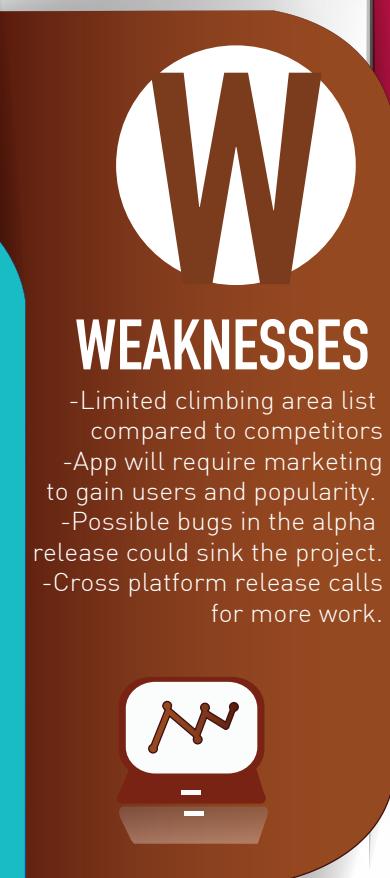
MARKET ANALYSIS

ClimbOn SWOT Analysis:



S STRENGTHS

- Real time view of proximity to desired location.
- Ability to add areas and pictures.
- User incentives to upload area information and photos
- Area ratings and comments of current conditions.
- Cross-platform deployment opens up marketing channels.



W WEAKNESSES

- Limited climbing area list compared to competitors
- App will require marketing to gain users and popularity.
- Possible bugs in the alpha release could sink the project.
- Cross platform release calls for more work.



O OPPORTUNITIES

- Become more familiar with needs of climbers through user feedback.
- Allow users to add to the database of climbing areas.
- Sponsorship opportunities.
- Developing the app in a town full of climbers.



T THREATS

- Users not relying on comments and ratings as much as established apps.
- Other apps available with similar features available.



ClimbOn segments itself in the market by offering a feature that the major competing apps lack: navigation. While Mountain Project displays a map, there is no navigation offered. Our app would allow users to direct themselves right to the rock

COMPETITIVE ANALYSIS

Mountain Project SWOT Analysis:



STRENGTHS

- Extensive list of climbing areas.
- Has a news page.
- Offline capabilities with ability to download maps.
- User reviews and photos.



WEAKNESSES

- Need to download lots of data for each area.
- Not user friendly, pales in comparison to website.
- Offers no navigation.



OPPORTUNITIES

- Could add navigation and become a very useful app.
- User reviews and photos add more to the app as the already large user base grows.



THREATS

- Sponsored by Black Diamond which means the possibility of stronger features being added.
- Already a major resource for rock climbers.



Mountain Project is one of two major competitors. They are a free cross platform app that offers access to information on nearly every climbing area in the world. The offline maps require lots of data and the UI is not easy to navigate.

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COMPETITIVE ANALYSIS

Climbing Away SWOT Analysis:



STRENGTHS

- Global list of climbing areas.
- Detailed route information.
- Nice UI that is easy to use.
- Climb grade converter.
- Offers maps to some areas.



WEAKNESSES

- French origin code creates issues with translation.
- Requires an active internet connection.
- Missing many popular areas.



OPPORTUNITIES

- Increase in users could lead to corporate sponsorship which would fix issues.
- Free app means it could attract more users than competitors.



THREATS

- Has a map with feature to give driving directions.
- If trail navigation was added it would become an even larger threat.

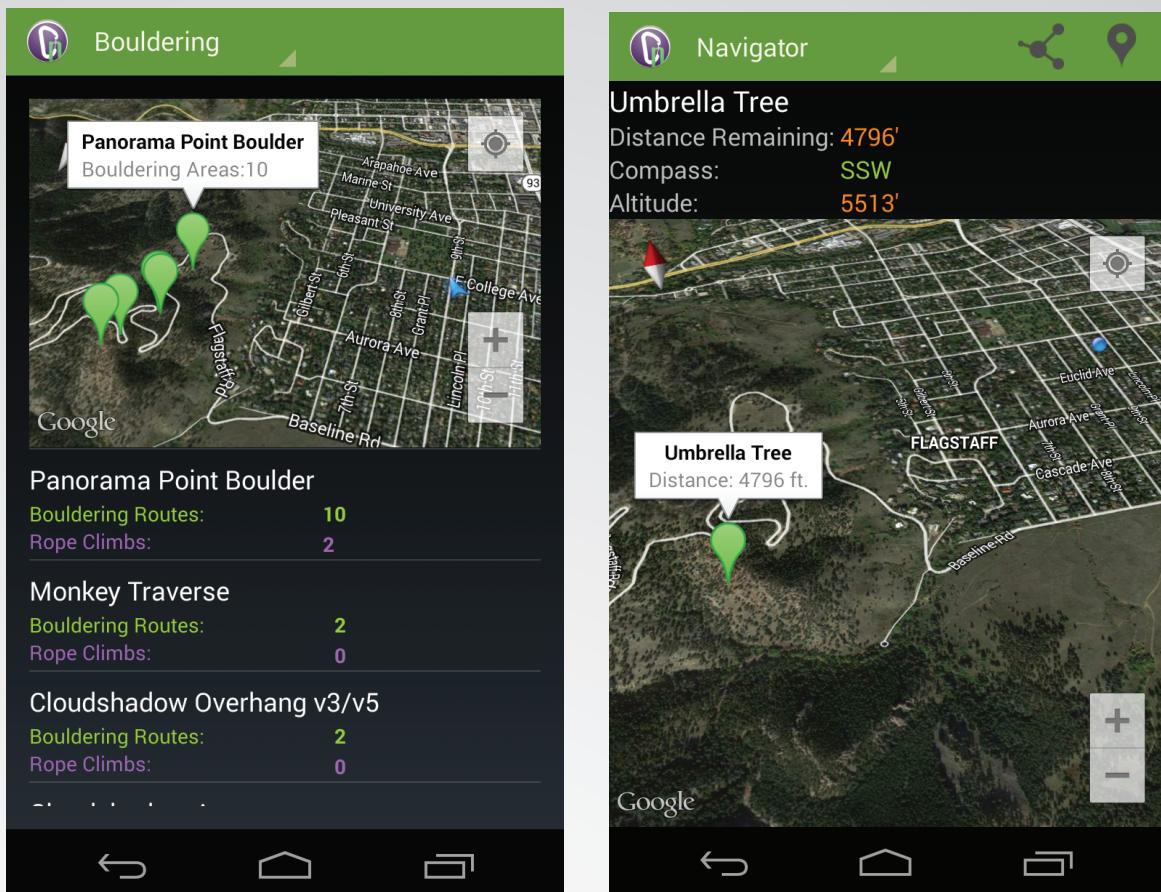


Climbing Away is the second competitor. It was developed in France, making for a few issues with translation. It is also a cross-platform app that is offered for free.

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FEATURES



- Find a climbing area based on the style or location you want
- Real-time map view with distance remaining and user location
- Share your location with friends
- Save your favorites and store photos of them
- Download maps for offline use
- Integrated with Google & Apple maps for directions to nearest parking

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DESIGN

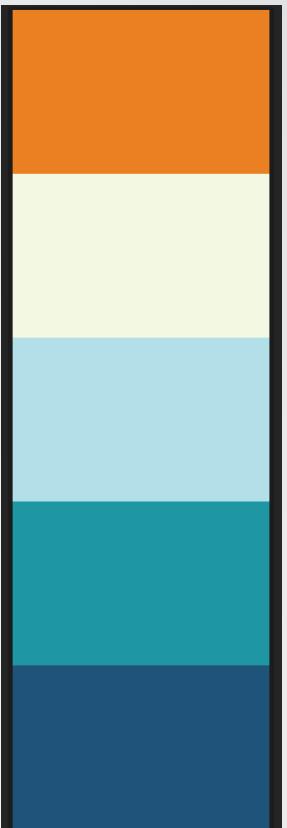
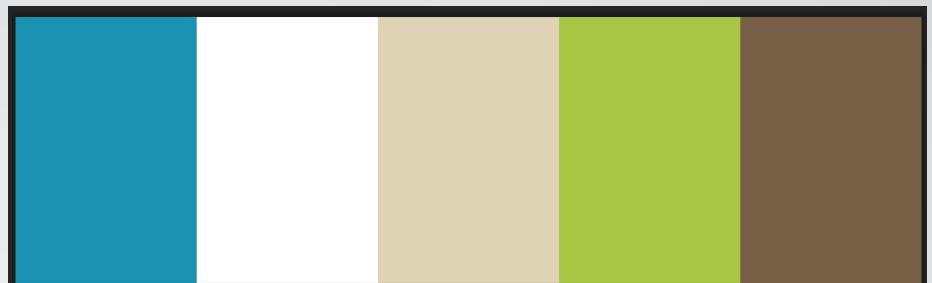
Fonts, Color Swatches & Logos



climbOn
Futura LtCn BT Light

climbOn
Aovel Sans

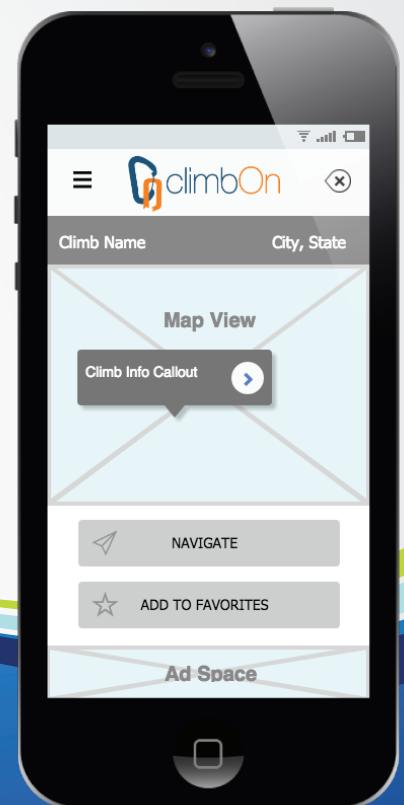
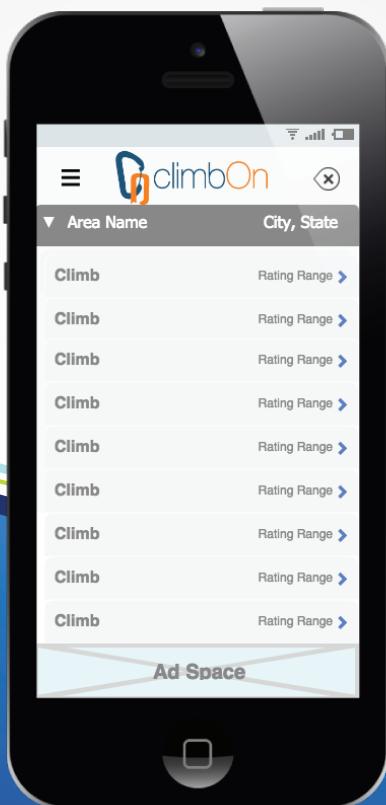
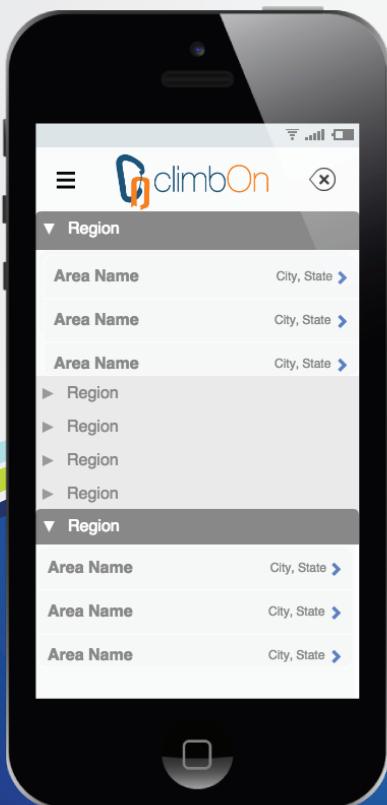
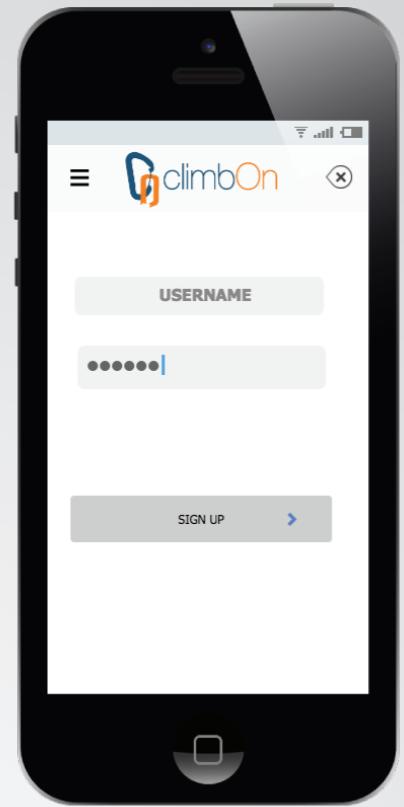
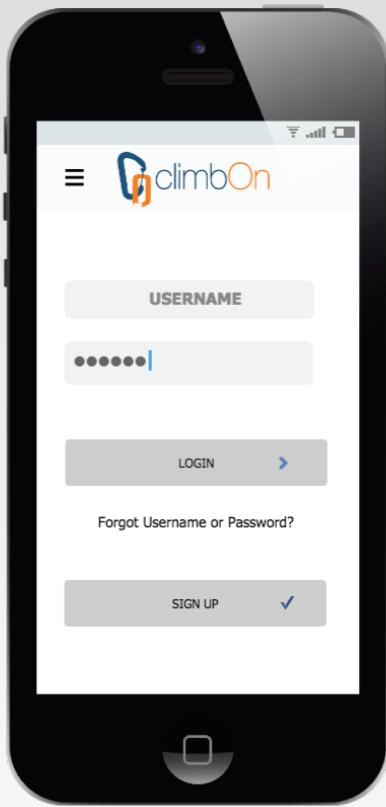
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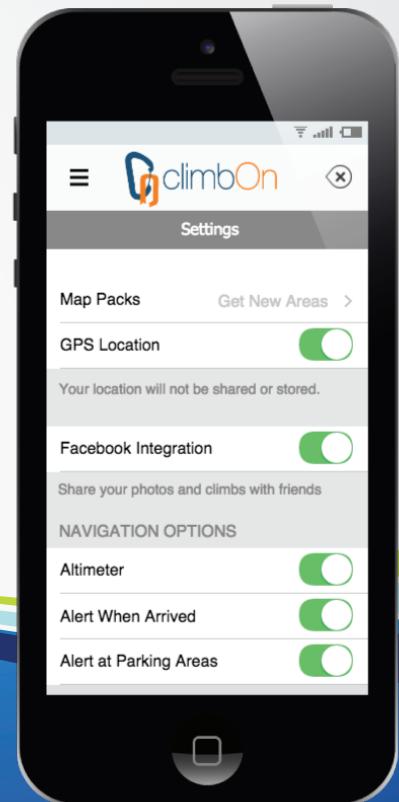
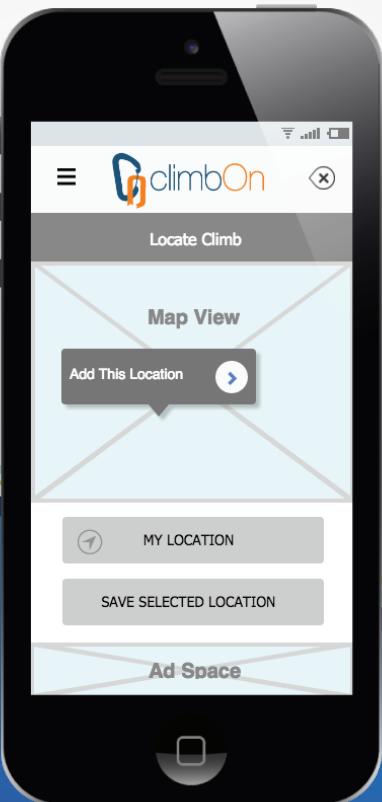
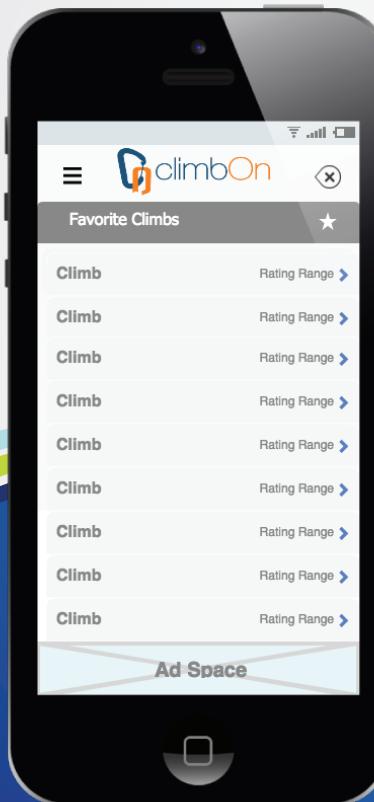
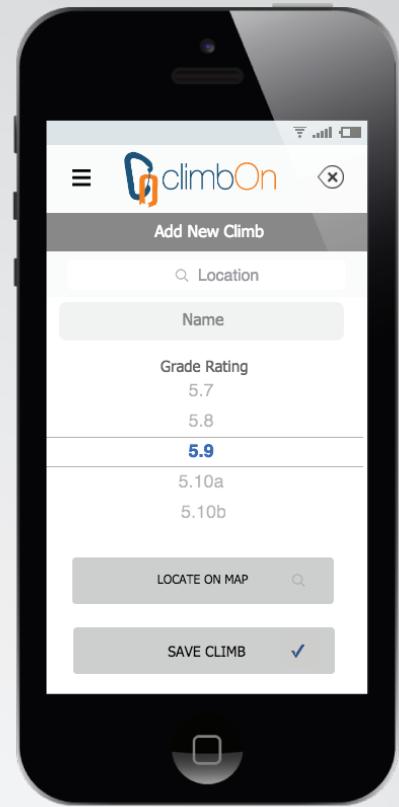
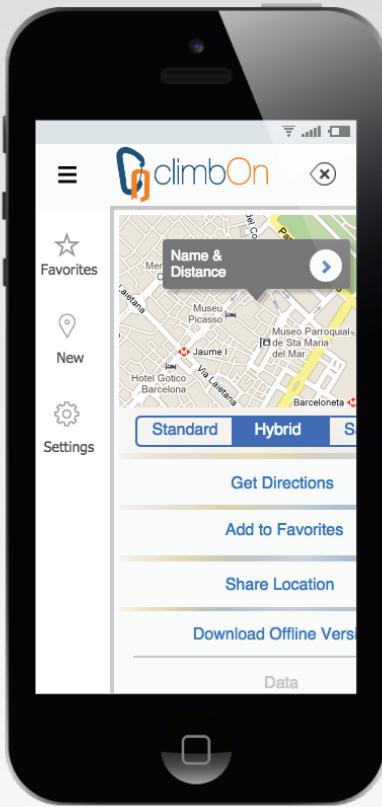
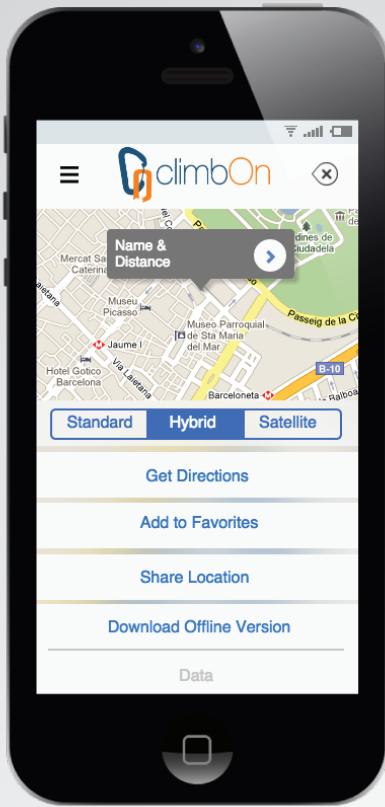
CONCEPTUAL LAYOUT SCREENS



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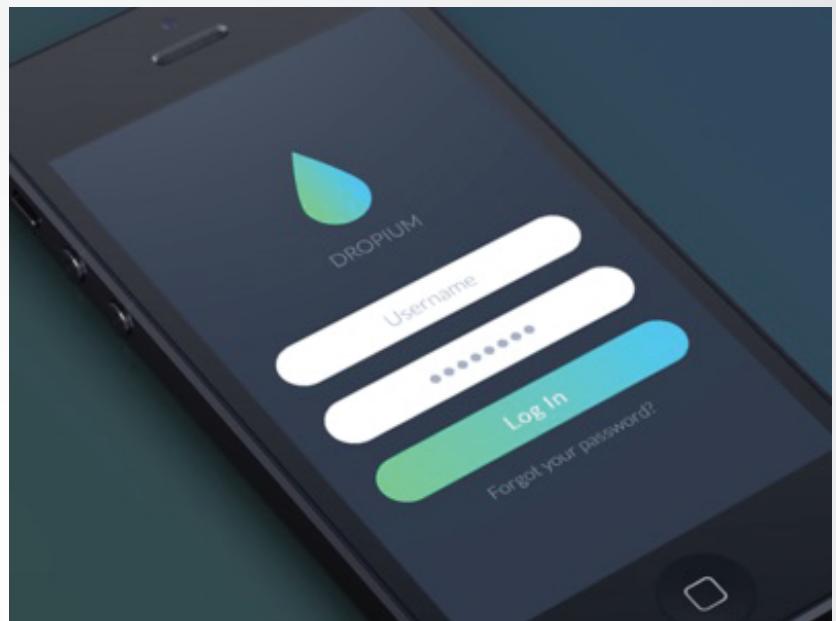
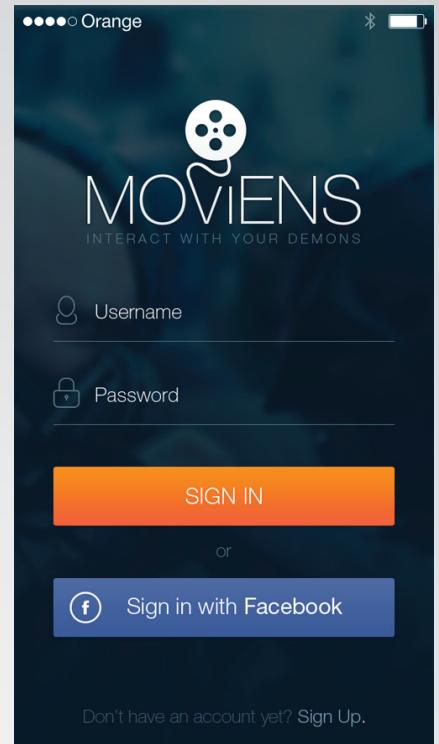
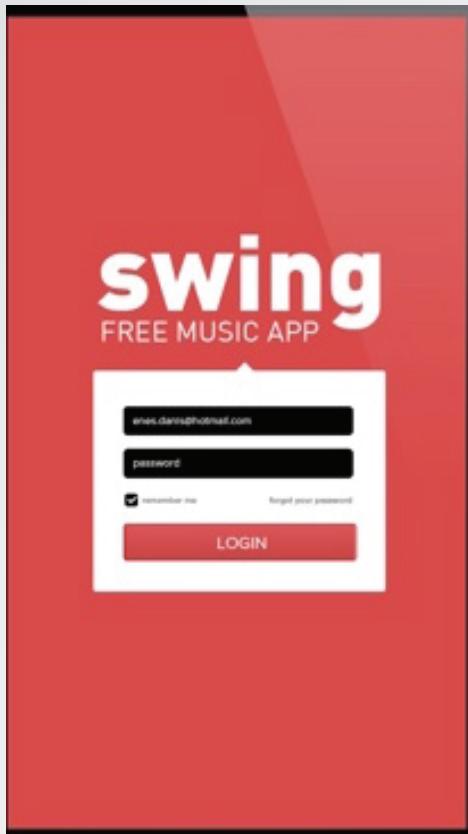
CONCEPTUAL LAYOUT SCREENS



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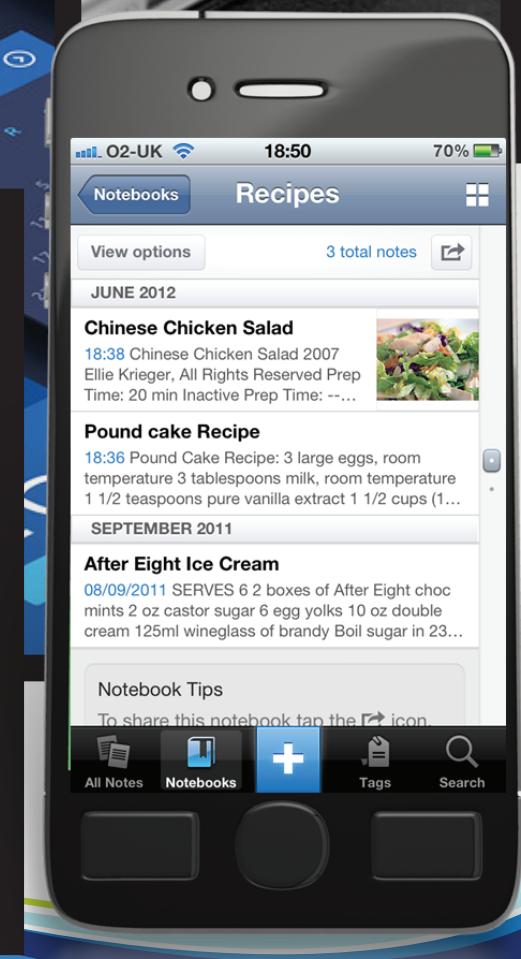
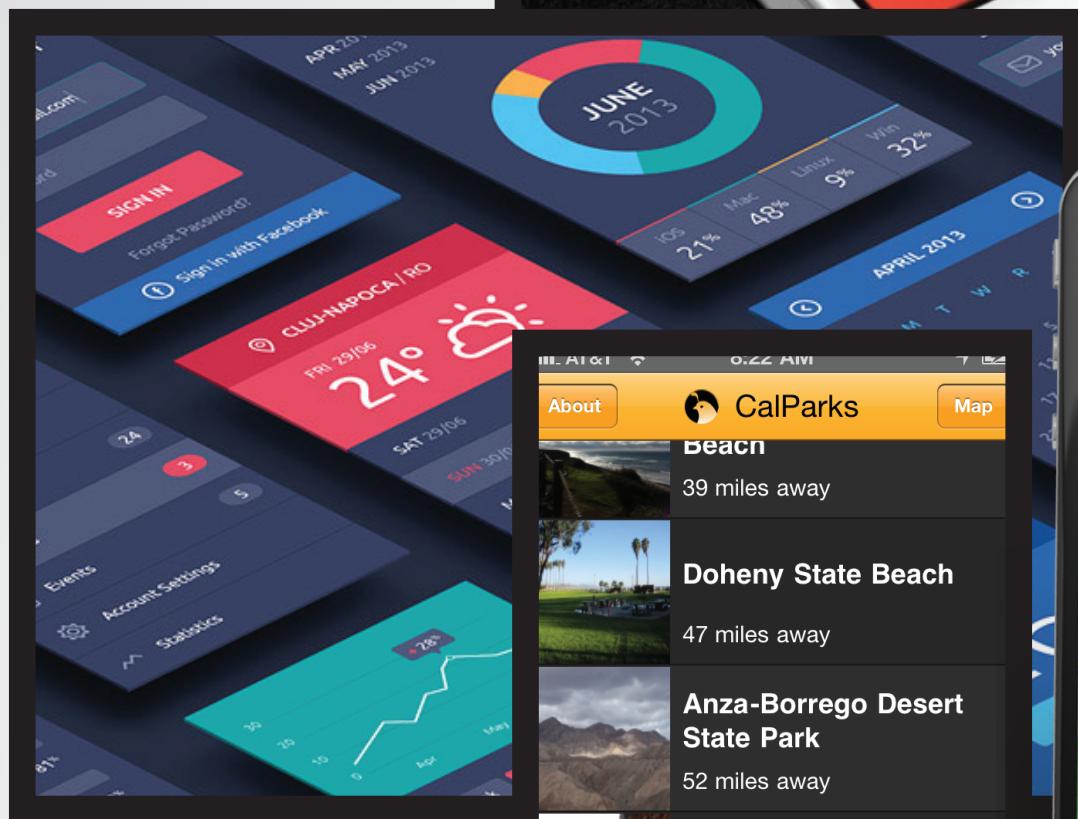
MOOD BOARD LOGIN & SIGN UP



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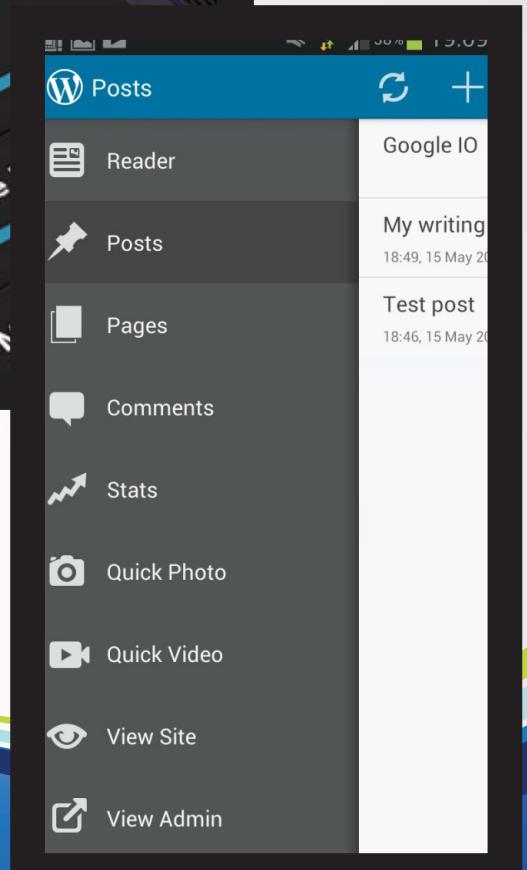
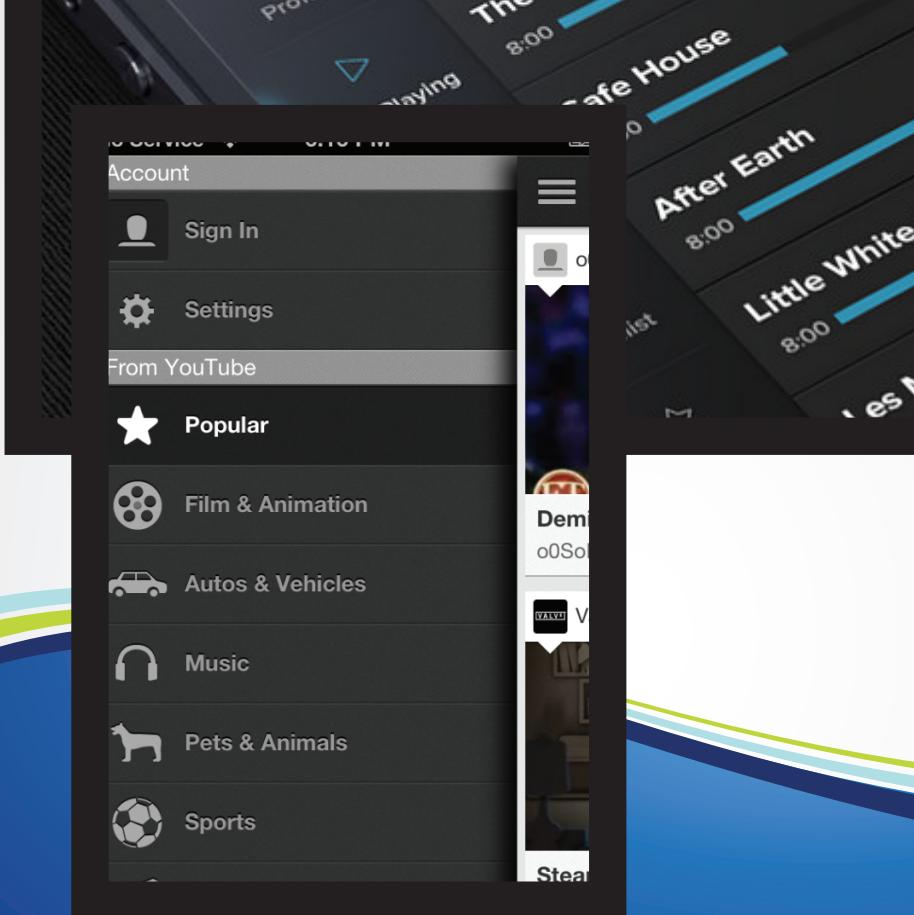
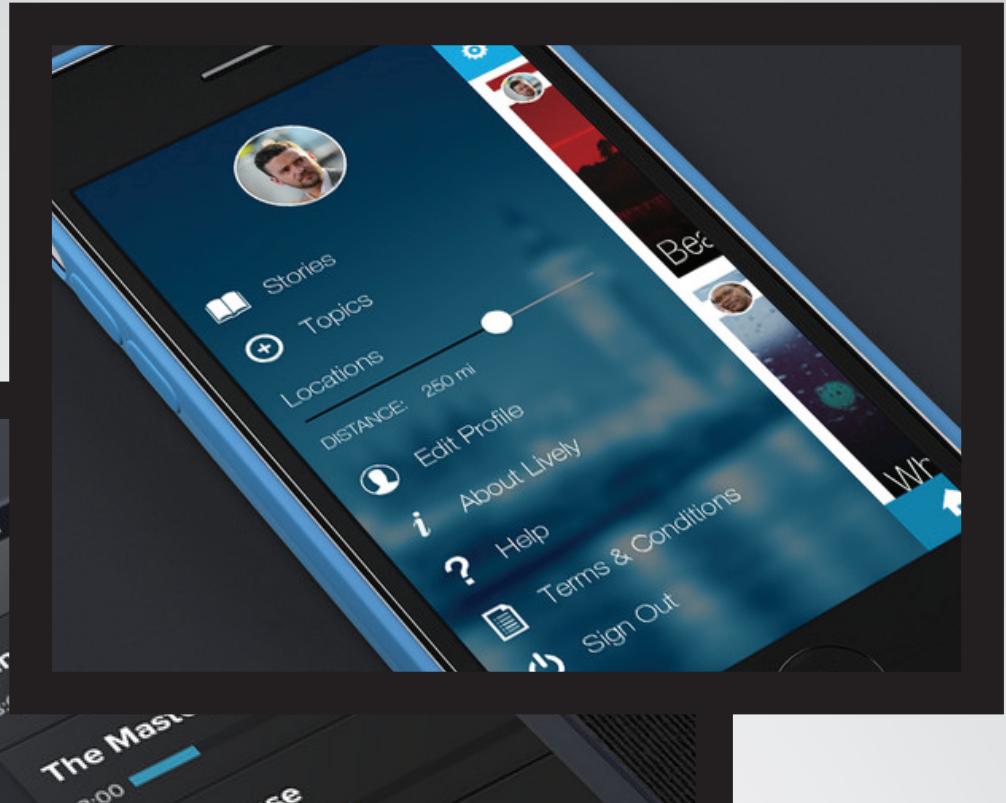
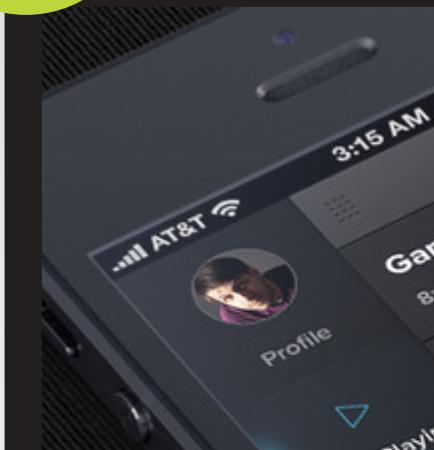
MOOD BOARD LIST DISPLAYS



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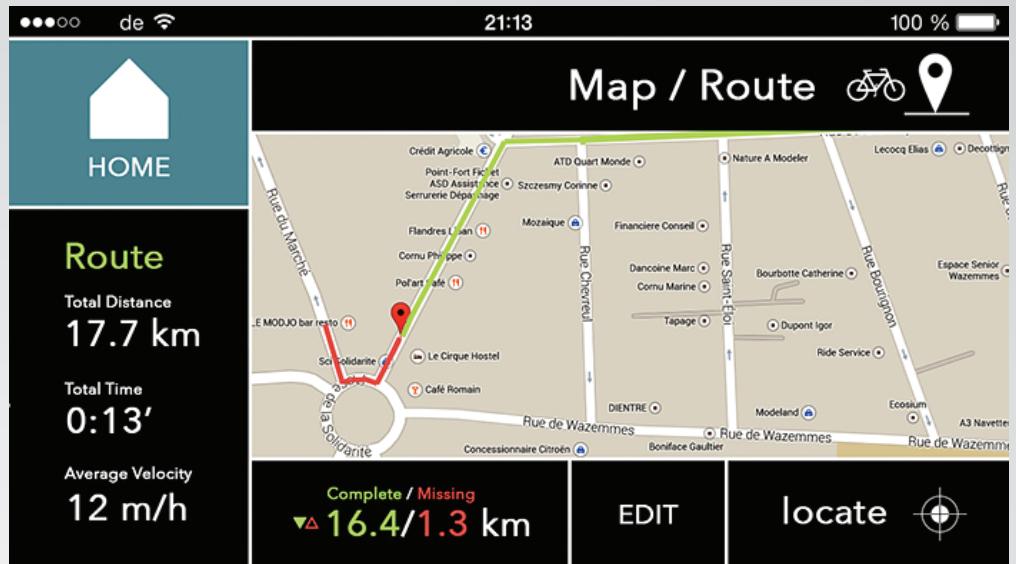
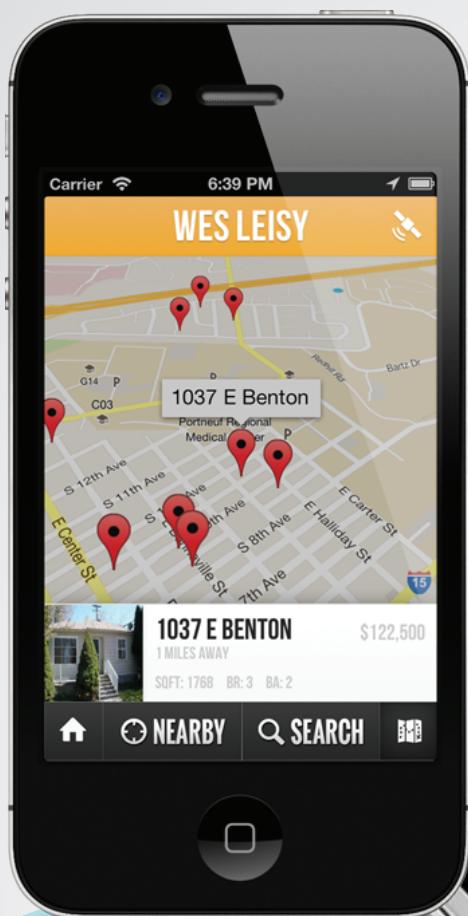
MOOD BOARD SIDE NAVIGATION



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MOOD BOARD MAP VIEWS



DEVELOPER PROFILE

LUKE SWITZER



I am a 29 year old graphic designer & web/mobile programmer based out of Boulder, CO. I built my first application when I was 10 years old, influenced by my uncle who wrote code for IBM. After studying in graphic design, computer science and even business programs across the country I have recently focused my efforts on mobile applications.

With a Bachelors of Science in Mobile Development and Design from Full Sail University, I can write native applications for both Android and Apple operating systems. Alongside, I can design & develop full websites of any size with very short deadlines to customers worldwide.

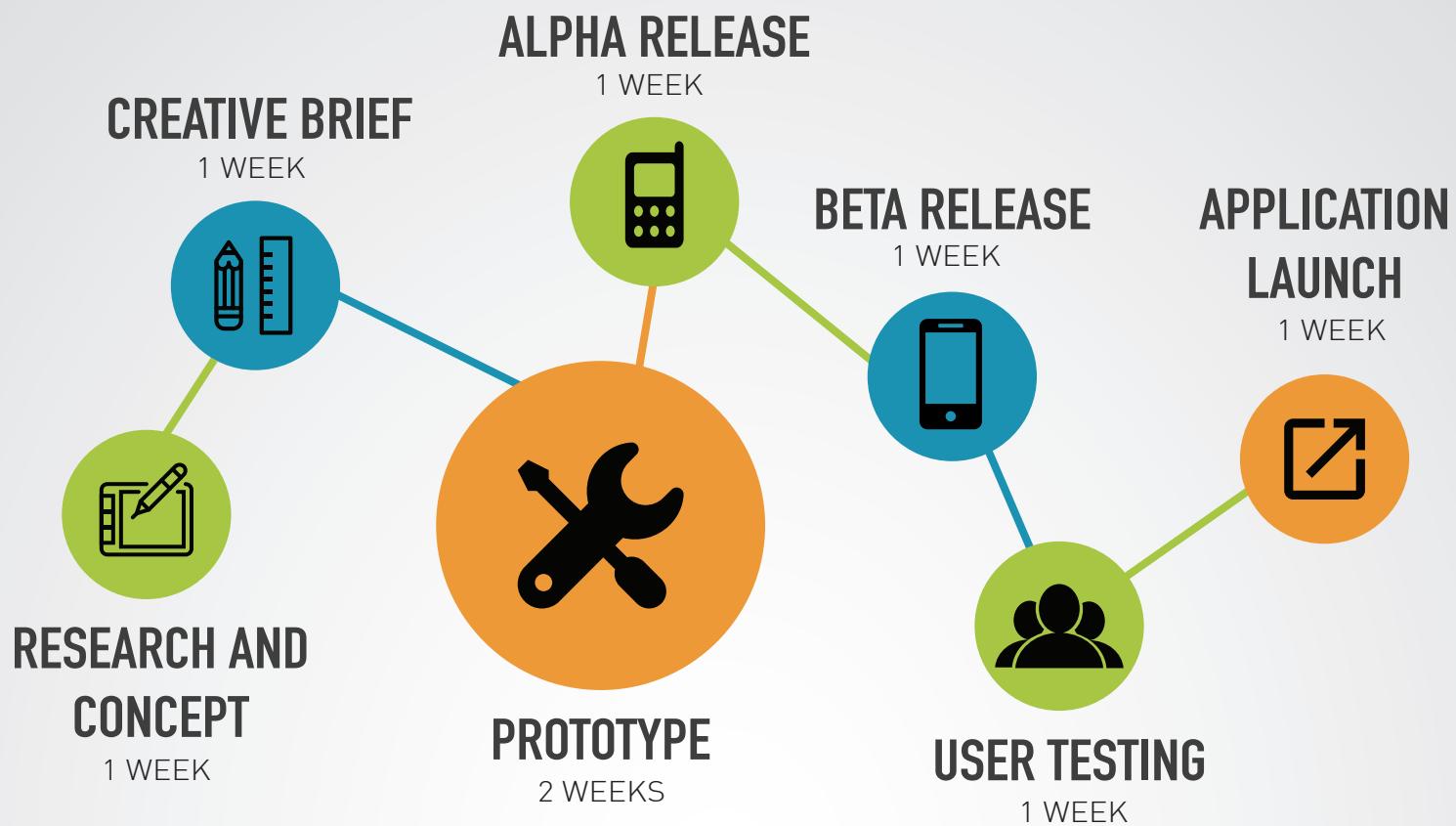
New functionality is being added to smartphones everyday. We strive to use the latest and most effective design to meet the needs of your project, no matter what the scale.

www.lukeswitzer.com
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DEVELOPMENT TIMELINE



Total timeline for development includes 8 weeks of work. The first two weeks will involve producing viable market data and research along with initial design elements. The following six weeks will be spent on the core development and deployment of the application.



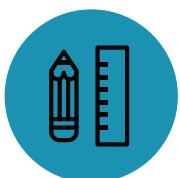
DEVELOPMENT TIMELINE

WEEKS 1-4



RESEARCH AND CONCEPT

Week one will be spent developing the initial concept for the app. When the initial planning is done the next step is proving the viability of the application through market research. The research will lend an idea of what features need to be incorporated and who our target demographic is.



CREATIVE BRIEF

Week two will provide a creative brief summarizing all design elements of the application. Mockup screens and overall flow will be created in this phase. The development process will be organized into segments as well as given a timeline.



PROTOTYPE

Weeks three and four will be spent developing the prototype apps for both Android and iOS. The initial app will include only a portion of the available climbing areas and limited functionality. The active elements will include the rough draft of the home screen, area details, and basic navigational function. The data will be read from local JSON data to populate the area info. The settings view will be non functional but visible. Users will be able to register via Parse.

DEVELOPMENT TIMELINE

WEEKS 4-8

ALPHA RELEASE



Week five will complete the alpha versions for Android and iOS. The option to download maps for offline use will be working in this release. The favorites feature will be fully functional at this point. Adding new areas to the list of climbs and the ability to erase them will exist at this milestone. User data will be linked to the Parse servers and functional.

BETA RELEASE



Week six will complete the beta release of the app on both platforms. The final artwork will be tuned for device compatibility. Missing climbing areas will also all be added in this phase. In-app purchases will be activated for the downloading of offline maps. Alpha testing may lead to more work than expected in this phase.

USER TESTING



Week seven will be spent distributing the app for user testing on iOS and Android devices. Users will be asked to submit any issues with bugs via a survey link.

LAUNCH



Week eight will have all the user reported bugs worked out. Final icons and artwork for both the Google Play Store and Apple App Store will be done. A signed version of the app for both platforms will be ready for deployment to the public. Documentation for the release will be finalized in this phase.