

TRAILHEAD

OVERVIEW

Trailhead is an e-commerce platform that allows users to search and book campsites throughout North America, as well as providing them the opportunity to bookmark places, rate them, and review them. Each campsite/location has a list of amenities and accommodations, as well as pictures and information about parking and local resources near the site. Trailhead is catered to campers and hikers who are interested in locating, booking, and rating campsites throughout North America. They consider themselves outdoorsy, and often spend time trekking or hiking to live a healthier lifestyle.

THE PROJECT

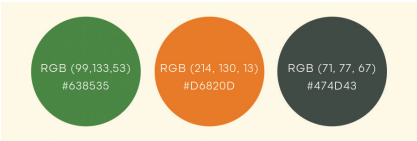
Trailhead was in need of a mobile application or website for e-commerce that conveyed an adventurous, outdoorsy feel. They also needed an animated logo for social media, promotional videos, and website/app banner. Alongside the animated logo, the application also needed micro-interactions and a splash screen.

This case study showcases the design process of the Trailhead app from sketches to final animations, as well as the faced challenges and successes achieved along the way.



RESEARCH

The project started with a research stage that involved looking for competitors, studying their visual identity, and coming up with Trailhead’s own visual identity. I began the research process by creating a moodboard of images that captured the brand’s warm, adventurous, and rural spirit. Images of people camping and having a nice time further emphasize Trailhead’s commitment to provide the users the opportunity to book an experience especially tailored to them, resulting in higher customer satisfaction. After designing the moodboard, I began searching typefaces and colors that resulted in an user-friendly interface. All Round Gothic was the final typeface selection because of its rounded appearance, which conveys a friendly and warm personality. I also selected Futura PT for the app’s body copy because of its versatility and easy readability. The colors for the logo also convey the rugged and adventurous spirit of Trailhead. The greens represent nature, while orange represents warmth and also reminds the user of bonfires.



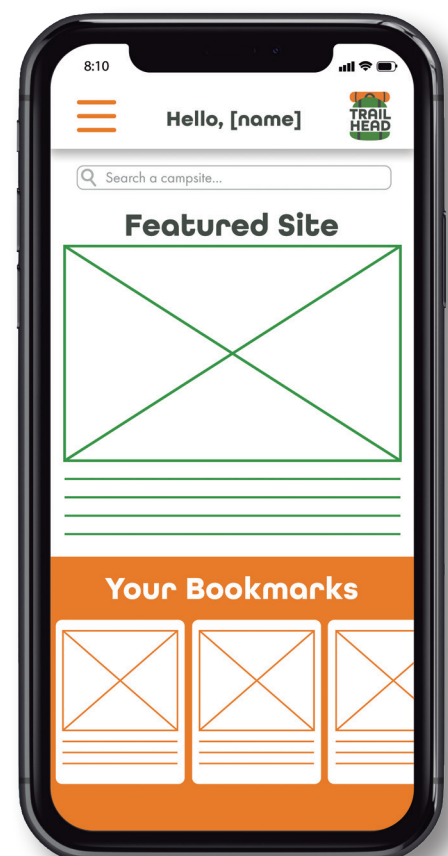
All Roud Gothic Bold
All Roud Gothic Book

FILICUDI SOLID
Futura PT Book

KONTIKIJF ALOHA
Muli Regular

INITIAL DESIGNS

This stage involved brainstorming the first logo sketches and developing the strongest concepts into roughs. At this point, I had to take into consideration the fact that the logo would be animated; therefore, I had to brainstorm logos that wouldn't be too complex to animate but also communicated the app's purpose and spirit. The logo sketches included imagery that represented common objects or natural features found in campsites and surrounding areas. After selecting the three strongest concepts, I developed them into roughs and applied the color palette chosen during the research phase. Finally, I chose the backpack logo as the final solution. This object is almost imperative when going camping or hiking, and overall the logo had potential for a fun animation. After designing the logo, I started developing a wireframe that served as the app's foundation. Although each page is different, the wireframe establishes the final placement of the navigation menu, hamburger menu, logo, and greeting. After receiving feedback, I made some adjustments that led to the next stage of the design process: designing micro-interactions and the final solutions.



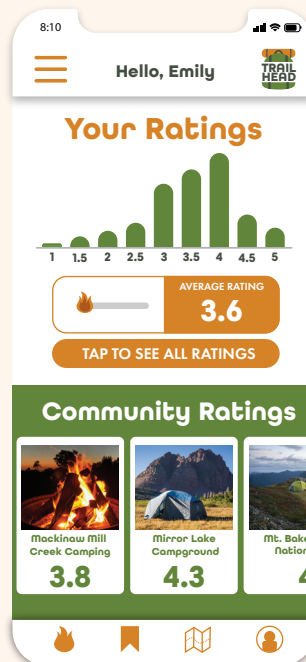
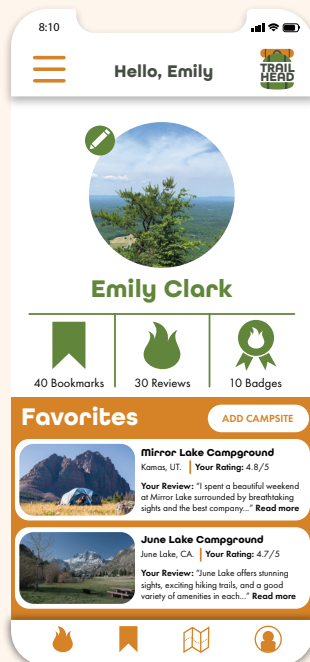
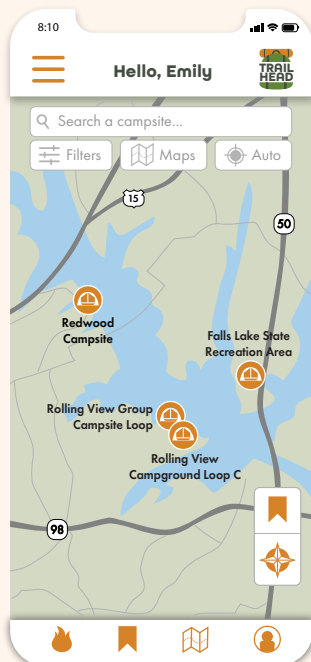
REFINING + MICRO-INTERACTIONS

At this point, I changed the typeface of the logo from Filicudi Solid to All Round Gothic Bold to improve maintain the rounded appearance in every aspect of the logo. After finalizing the logo, I started designing the microinteractions and splash screen. The splash screen consists on the animated logo “jumping” while a rectangular frame loads. The animation keeps the user entertained while waiting for the app to fully load. After finishing the splash screen, i moved on to the micro-interactions. The first one is a pop-up window that occupies half of the screen, and it slides up when the user successfully books a campsite. The second micro-interaction consists of a bar with a fireball icon that moves from left to right. As the user moves the fireball icon, the bar’s gradient fill starts to load. This animation shows the user how to rate each site and makes the app more engaging.



ANIMATING THE FINAL DESIGNS

The final stage of the project consisted on finalizing the app’s pages in Illustrator and importing the files to create the final composition and animations in After Effects. I designed the home page, ratings page, booking confirmation page, campsite page, maps page, and the profile page. I used the same warm and nature-centered color palette of the logo, and kept the designs user-friendly with intuitive icons and easily-readable typefaces. The final deliverable is a video that showcases a demo of the app fully animated in After Effects.



SCAN THE QR CODE TO
SEE THE APP DEMO.