



A Community for Adventurers.

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Abstract

Adventure. It's a funny word that means something slightly different to everyone. To some, it means climbing Mount Everest, exploring new worlds. To others, it's as simple as going to a new store or reading an exciting book. In it's simplest form, adventure is an experience. But finding new experiences, trying new things can be challenging. I'm certain that everyone, at some point in time has uttered the words, "There's nothing to do." and has been stuck in the rut known as boredom and complacency.

The Adventure Spot is a social networking tool that attempts to address this problem. It allows people to connect, share ideas, go on adventures, and brag about their experiences. Targeting 18-45 year old individuals, The Adventure Spot will be a mobile application and website that enables users to share and participate in Adventures.

The purpose of this project is to involve users in an active community using a new social networking tool based on existing technology. The core of this project will revolve around a website. Users can create their own adventures, browse community submitted adventures, and then go on an adventure and share their experience to the community. The mobile application is intended to have the same functionality as the website and will in fact only differ in terms of design. It's purpose is to help the community stay connected and make it easier for users to share their adventure experiences.

Statement of Interest

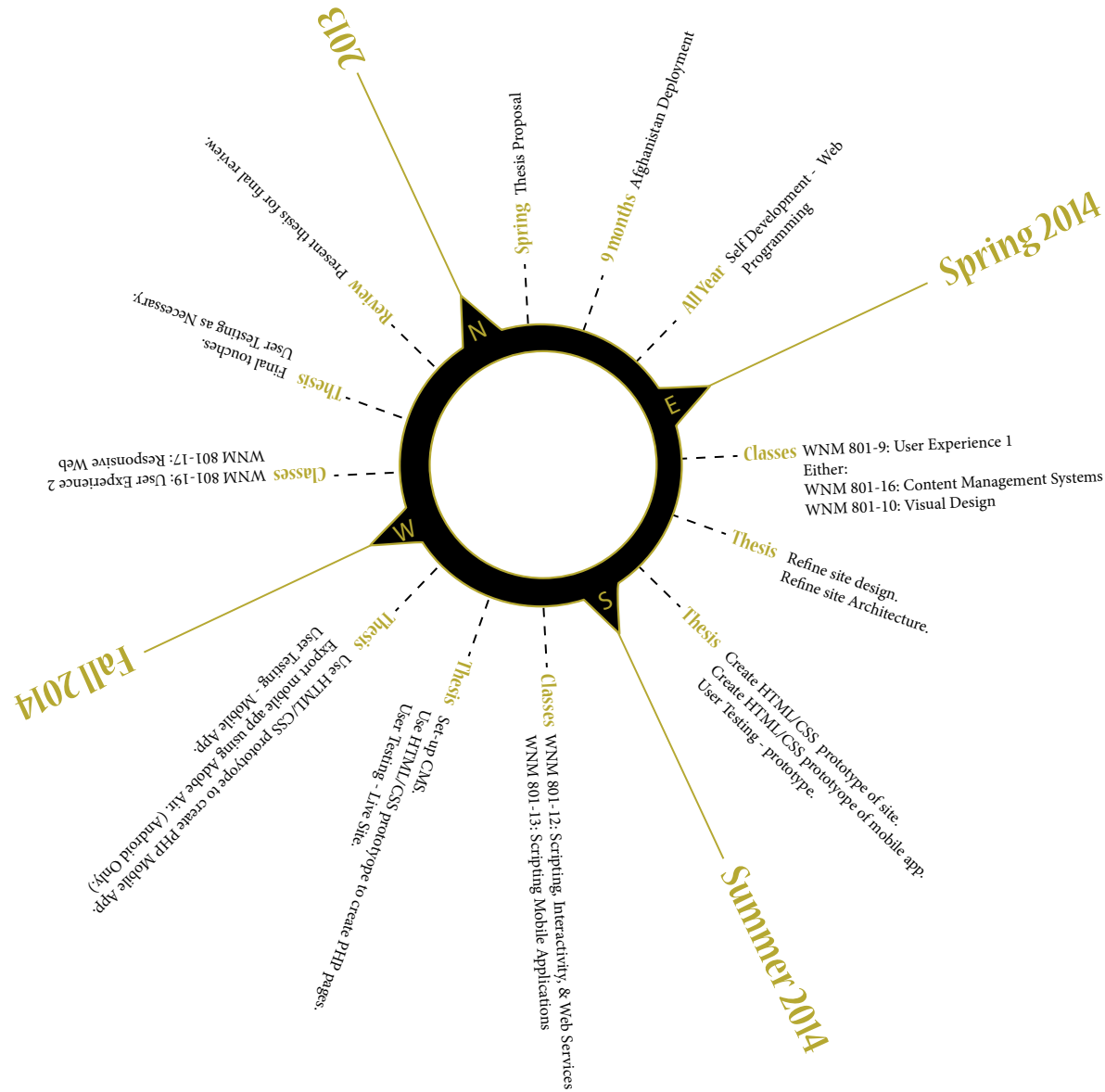
Creating the Adventure Spot will be an opportunity to challenge current trends in social media and engage an audience in an entirely new dynamic using web and mobile media. As a project it is both technically challenging and rewarding. And as a new social media tool, it has the potential to bridge the gap between entertainment, adventure, and community that other sites have fallen short of.

What sets the Adventure Spot apart from other sites, media, and tools of its type is it's scope. As of this project proposal, there are very few social media tools dedicated to adventure. Most of the current tools cater to users as travel planners, dating ideas, or guided games with set rules. The Adventure Spot is much more broad and also allows users much more personal interaction than the more focused social media tools. For instance, many dating sites have both forums and personal messages. You have the opportunity speak to the community or directly with the user, but what you don't usually have is the ability to do is publicly rate a profile. The Adventure Spot will not have general forums. Instead, users will have to create or go on an adventure to interact with other users. Once the user has invested their personal time, they will then begin taking part in interactions with others through comments, ratings, and the stories they gain about the adventure.

As a technical challenge, the Adventure Spot requires knowledge of HTML, CSS, PHP, MySQL, and Adobe Air just to create the project's internal architecture. It's also going to require the knowledge to work with standard design tools, a CMS, and current best practices for usability. Although the Academy of Art University (AAU) provides students many of the tools and techniques for creating this type of project, it will still require many hours of external research; Even while taking advantage of the guided development opportunities that AAU offers.

The Adventure Spot will provide many rewarding opportunities in its undertaking. It provides a practical challenge in skill, it fills a niche on the world wide web that other sites have failed to fill, and it presents a unique opportunity to showcase skill, design, and creativity.

Timeline



Comparative Product Matrix

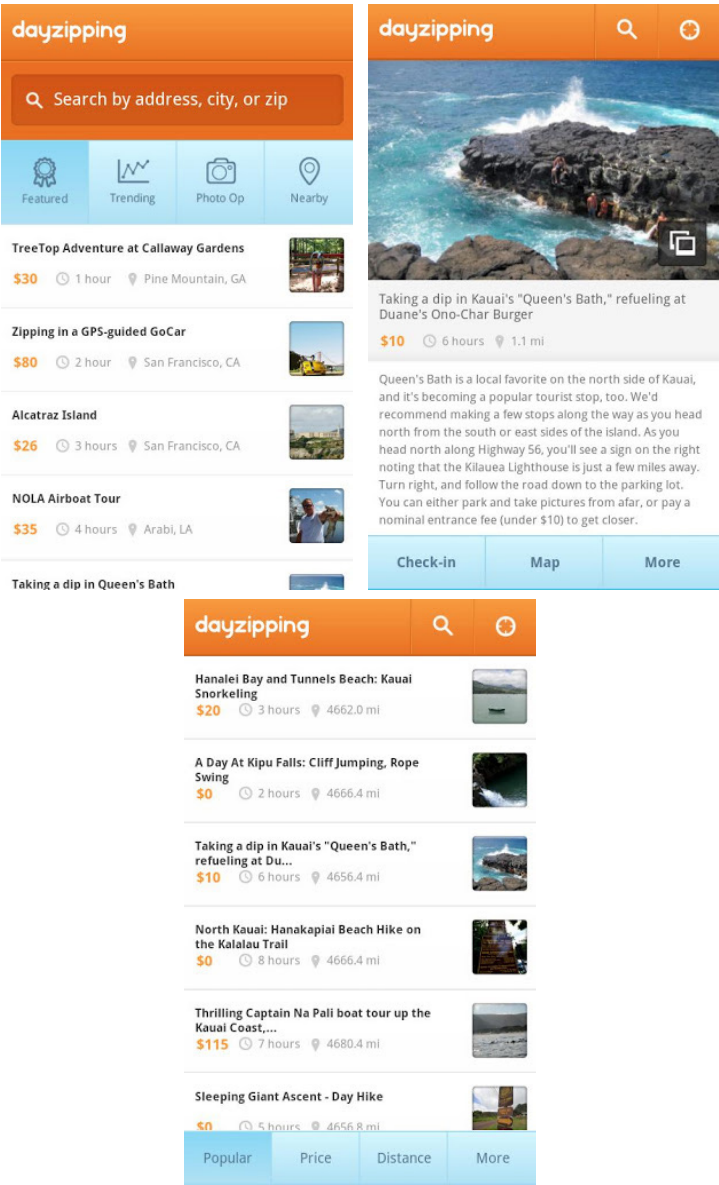
	Dayzipping	National Geographic	Frommer's	Yahoo Trip Planner	Field Trip	The Adventure Spot
Access Type						
Webpage	-	X	X	X	-	X
Application	X	-	-	-	X	X
Adventure Tools						
Trip Ideas	X	X	X	X	X	X
Trip Sharing	X	-	-	X	X	X
Maps	X	-	X	X	X	-
Ratings		-	-	X	-	X
Costs	X	-	X	-	-	-
Social Tools						
Forums	-	X	X	-	-	-
Comments	-	-	X	X	-	X
Content Sharing	-	-	X	X	-	X
Blog/Newsletter	-	X	X	X	-	X
User Gen. Content	-	-	-	X	-	X

Comparative Product Research

Dayzipping
<https://play.google.com/store/apps/details?id=com.dayzipping.android&hl=en>

Dayzipping is a small application that is relatively unknown. It features a small library of adventures created by the developers that list prices, location, time to destination, and a short description. Users can go on each of the adventures and then check-in on Facebook. In terms of adventure description and accessibility, Dayzipping creates one of the most complete portals for accessing and going on adventures.

Unfortunately, Dayzipping does not allow users to create their own adventures. The application relies on adventures already created and uploaded by the developers and businesses they partner with. Ratings, comments, forums, and other user tools to communicate about the adventures are also very limited. The application doesn't have a way to create an internal community and instead relies on other social media to create it for them.



National Geographic - Adventure
<http://adventure.nationalgeographic.com/adventure/>

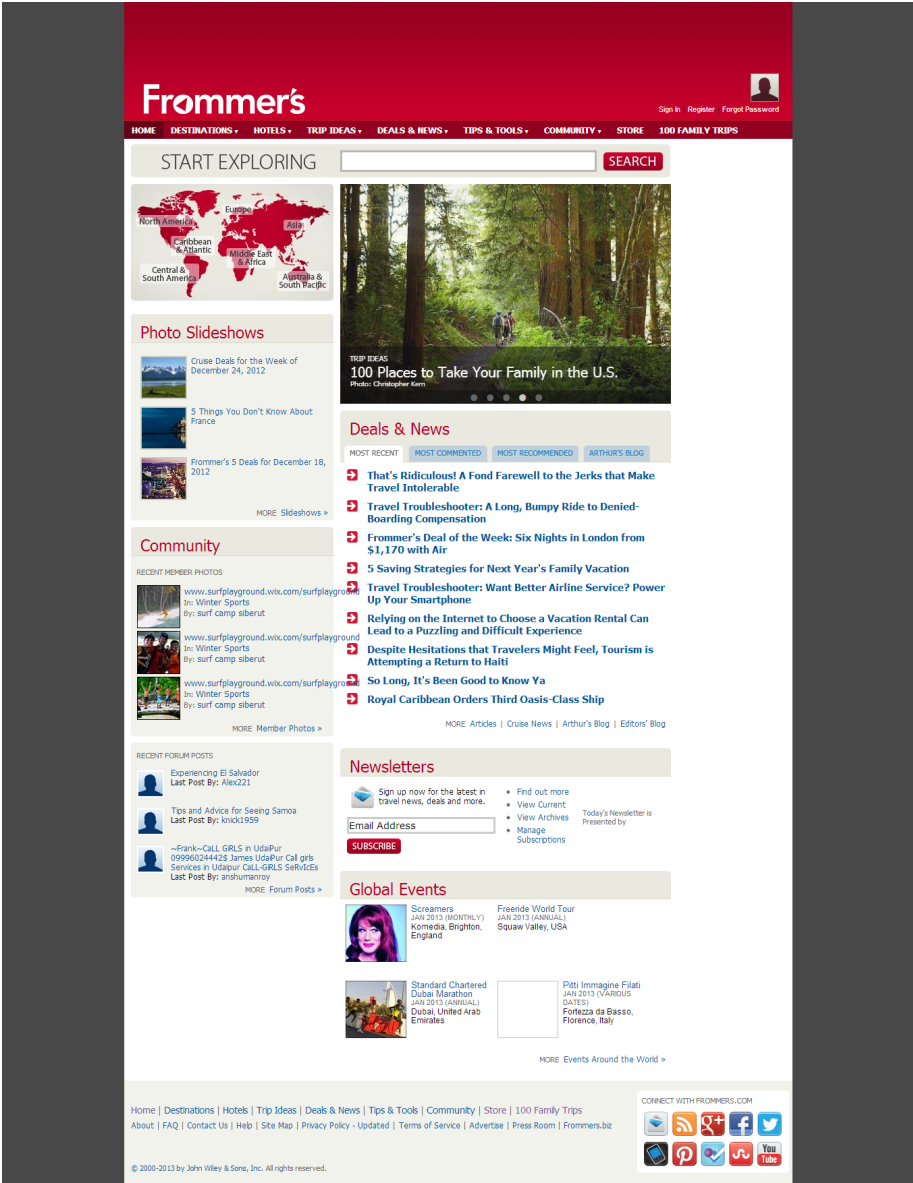
National Geographic's main site has a side section, inspiring it's users to take on their own adventure. It's not a dedicated application or page, but it does have forums available for members as well as a well sorted list of locations and adventures. The main novelty of this side section is that it caters specifically to adventurers and offers a few small tools to help plan trips.



Frommer's
<http://www.frommers.com/>

Frommer's started as a travel guidebook series and has grown into an international publication that has over 350 guidebooks across 14 series. The Frommer's website has over 3,500 destinations. Frommer's was created by Arthur Frommer, an Army soldier in 1957 as a guide for GI's visiting Europe. Later, a civilian version of the book was written called, "Europe on \$5 a Day".

The Frommer's website is well rounded to cater to travelers. The site includes trip ideas, deals, travel news, member forums, and travel tools. There is an easy navigation menu to share content on all of the mainstream social media sites. The site itself is supported through a store in which maps and guidebooks are still sold.



Yahoo Trip Planner
<http://travel.yahoo.com/trip>

Yahoo Trip Planner is a community tool for putting together and sharing travel ideas. The trip planning tools are a sub-section of Yahoo Travel. The trips are user generated and edited. Although there isn't a direct rating system, users can share and like adventures, similar to Facebook. Yahoo has, to a small degree, made it possible to share your trips on social media sites like Facebook. However, the controls to do so are not always obvious.

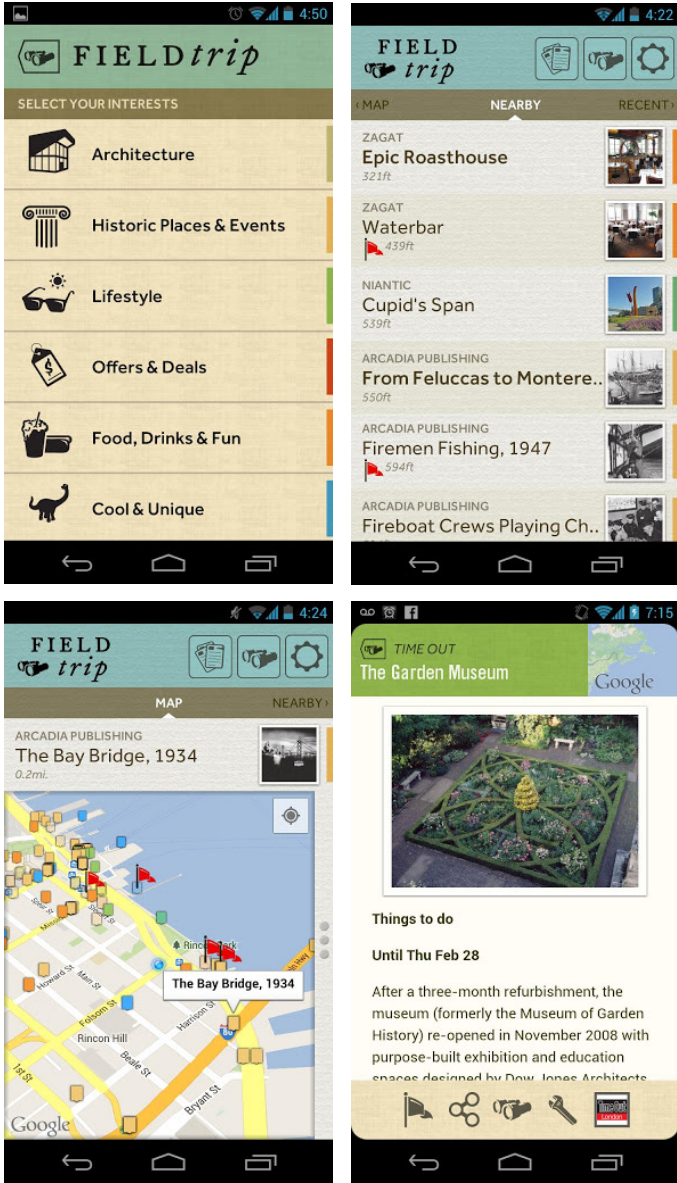


Field Trip
<https://play.google.com/store/apps/details?id=com.nianticproject.scout&hl=en>

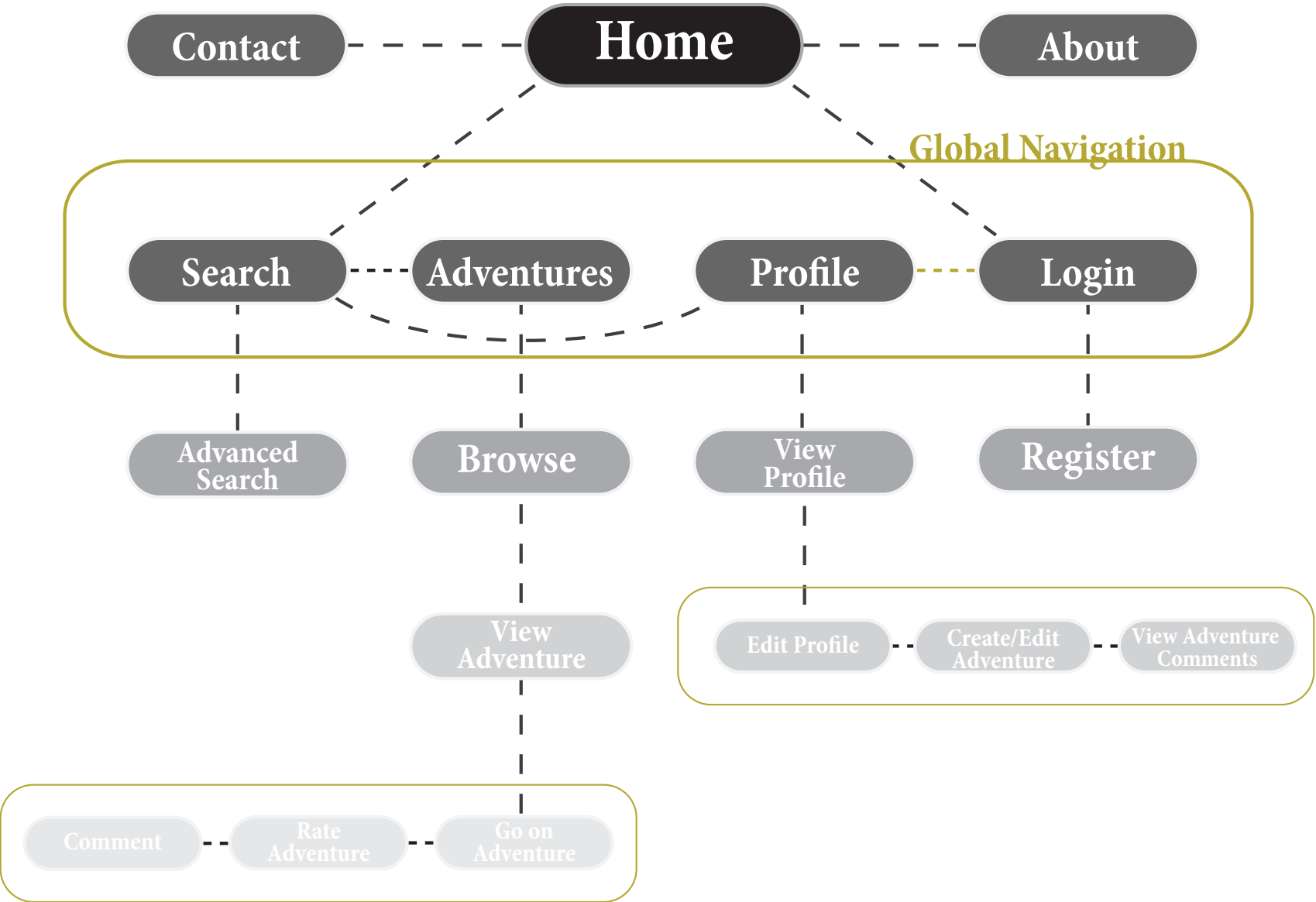
Field Trip is an application dedicated to showing others interesting trip ideas. Unlike many other programs, Field Trip includes side trips such as food, drinks and fun as well as incorporating a coupon and discount section into the application. There is no user generated content.

One of the best features of the Field Trip application is the integration with Google Maps. All trips can be tracked using GPS and side destinations can be entered in as part of the trip.

There are no current tools to share Field Trip destinations on social media sites.



Information Architecture



User Scenarios

Charlie

Statistics:

Age: 31

Location: New York

Favorite Movie: The Story of Stuff

Education: Bachelors in Business, Minor in History

Occupation: Local Manager for Chase Bank

About Charlie:

Charlie would like to consider himself intelligent. Truth be told, he probably is, but he's also a little arrogant. He's not a huge sports fan, but he does catch the game once in a while. Instead, he prefers to sit back and watch the latest on national geographic. After all, anyone can look up the game scores from a cell phone, but how fast can you look up the average weight of a humpback whale during trivia night at Buffalo Wild Wings?

User Scenario:

Charlie wants to impress others with his knowledge and creativity. He's been drawn to the Adventure Spot because he's heard he can upload ideas for your own Adventures. Charlie needs to set up an account and then create an adventure that helps shows both his knowledge and gets people out for Trivia night so he can get some new competition.



Lisa

Statistics:

Age: 40

Location: Kansas City, Kansas

Favorite Movie: How Stella Got Her Groove Back

Education: Bachelor's in Nurse Education, Ph.D in Medicine

Occupation: Regional Occupational Care Health Specialist

About Lisa:

Lisa, for the last twenty years has been a hero in the office and a devil in a volvo minivan. She has many roles in life, including being a nurturer for her patients and a soccer mom for her children. In her spare time, Lisa has always loved the gym. So, despite having had two children, she's in relatively good health. Lisa also has her wild side. She enjoys martinis with her friends and lawn parties. Lately though, Lisa's children have headed off to college and now Lisa has started to yearn for a new adventure to add to the scrapbook.

User Scenario:

Lisa is the classic around town kind of gal that needs an exciting night out to feel energized after a hard week at work. So Lisa can get the most out of the Adventure Spot, she needs to be able to browse adventures to find one for her next night out.



Jack

Statistics:

Age: 37

Location: Los Alamitos, California

Favorite Movie: Braveheart

Education: Bachelors in Business and associates in Fine Art

Occupation: Hiring Manager for West Coast Design and Graphics

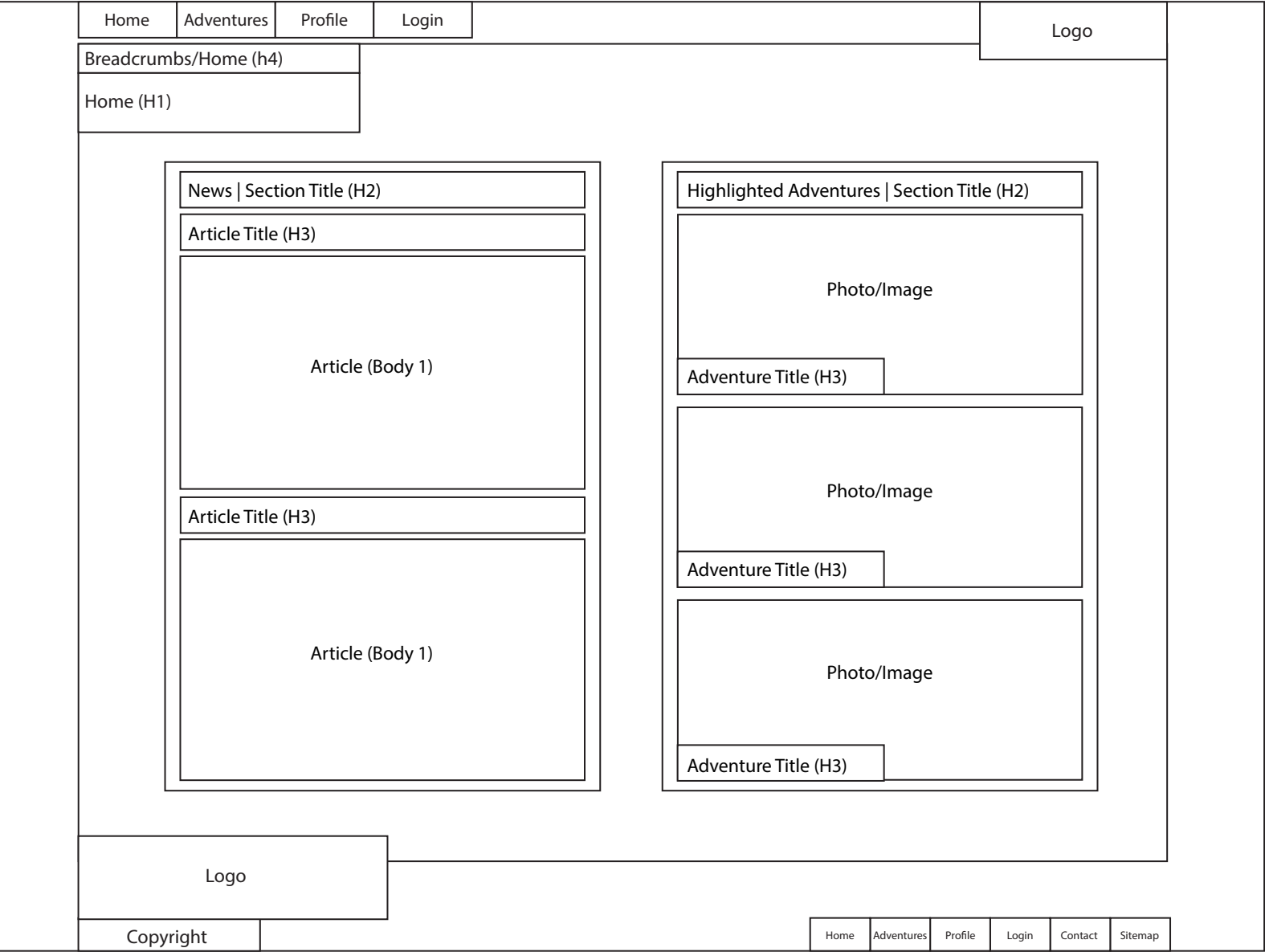
About Jack:

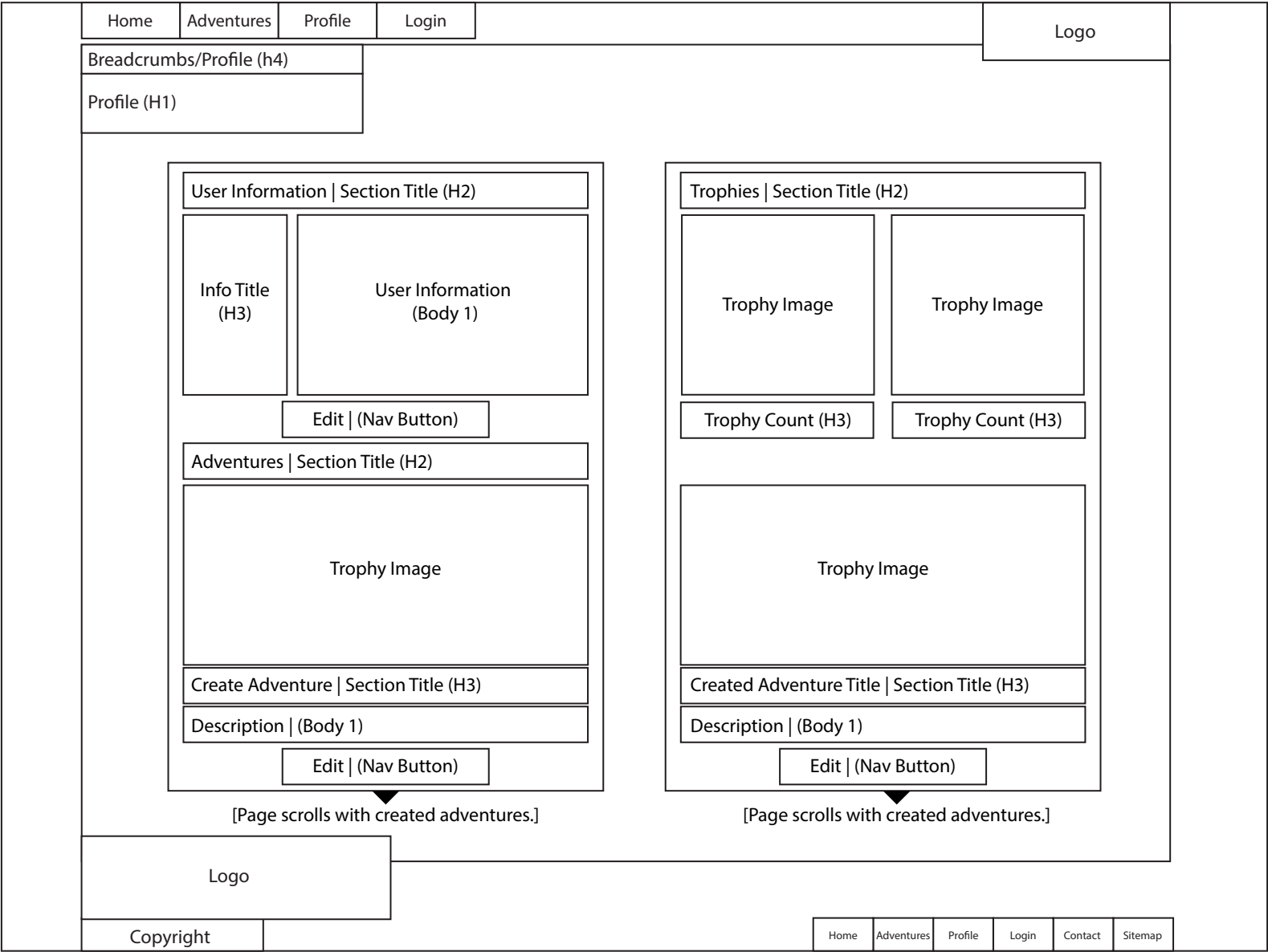
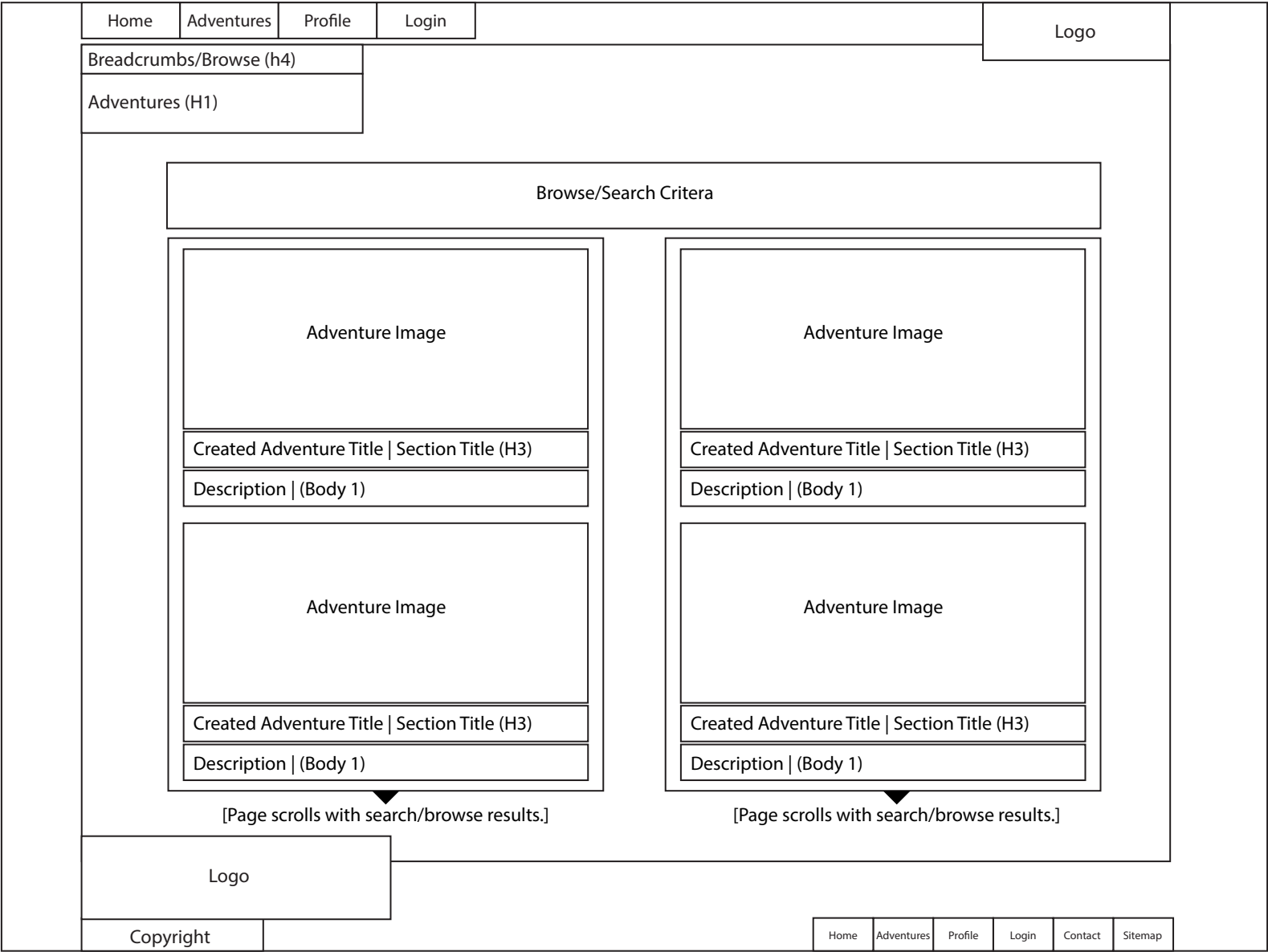
Jack likes his coffee black, his cars fast, and his meetings to run through lunch. He’s a shark in the corporate world and proud of his position in life. Some might describe Jack as a bit slimy, which is only fair because that’s kind of what Jack does. He’s always there for a client with a friendly handshake, a few good jokes to regale you with, and the ability to meet your needs. He also never stops smiling. And why? Because Jack is a people person. He networks, runs to meetings, and always catches you on that long elevator ride up to your office.

User Scenario:

Charlie is all about looks. He’s not overly interested in adventures, but he loves to have a profile on every form of social media he can use to field clients. So, Charlie needs to set up a killer profile that really speaks to his personality.







Home

Adventures

Profile

Login

Logo

Breadcrumbs/Login (h4)

Login (H1)

Login (H2)

Text Field - Username (H3)

Text Field - Password (H3)

Sign-In Button (B1)

Lost Password (B1)

Register (H2)

Text Field - First Name (H3)

Text Field - Last Name (H3)

Text Field - Username (H3)

Text Field - Password (H3)

Text Field - Email (H3)

Text Field - Birthday (H3)

Register Button (B1)

Logo

Copyright

Home

Adventures

Profile

Login

Contact

Sitemap

Home

Adventures

Profile

Login

Logo

Breadcrumbs/Profile/View Adventure (h4)

View Adventure (H1)

Adventure Name | Section Title (H2)

Adventure Image

Full Description | Section Title (H2)

Description | (Body 1)

Trophy: (Body2)

Trophy Image

Category: (Body2)

Category (Body 1)

Difficulty: (Body2)

Difficulty (Body 1)

Cost: (Body2)

Cost (Body 1)

Location: (Body2)

Location (Body 1)

Rating (Body2)

Stars (Symbol)

Map
(Displays Location of Adventure)

Begin Adventure| (Nav Button)

Logo

Copyright

Home

Adventures

Profile

Login

Contact

Sitemap

HomeAdventuresProfileLogin

Logo

Breadcrumbs/Profile/Take Adventure (h4)

Take Adventure (H1)

Adventure Name | Section Title (H2)

Adventure Image

Comments | Section Title (H2)

User Comments | (Body 1)

User Comments | (Body 1)

User Comments | (Body 1)

Loading | (Body 1)

[Page loads as user scrolls with User Comments.]

Trophy: (Body2)

Trophy Image

Compete Adventure! (Button)

Rating (Body2)

Stars (Symbol)

Upload Image: (Body2)

Select Image (Button)

Uploaded Image

Your Comments | (Body 1)

Submit | (Nav Button)

[Page loads as user scrolls with User Comments.]

Logo

Copyright

HomeAdventuresProfileLoginContactSitemap

HomeAdventuresProfileLogin

Logo

Breadcrumbs/Profile/Create Adventure (h4)

Create Adventure(H1)

Adventure Name: (Body2)

Name (Text Box)

Adventure Image: (Body2)

Upload Select

Adventure Image

Short Description | (Body 1)

Text Box

Long Description | (Body 1)

Text Box

Trophy Type: (Body2)

Type Selection (Drop Down)

Custom Image (Body2)

Upload Select

Trophy Preview

Category: (Body2)

Category (Drop Down)

Difficulty: (Body2)

Difficulty (Drop Down)

Cost: (Body2)

Cost (Drop Down)

Location: (Body2)

Location (Drop Down)

Map
(Displays Location of Adventure)

Create Adventure| (Nav Button)

Logo

Copyright

HomeAdventuresProfileLoginContactSitemap

20

21

HomeAdventuresProfileLogin

Logo

Breadcrumbs/Profile/Edit Profile (h4)

Edit Profile(H1)

Public Information: | Section Title (H2)

Adventure Name: (Body2)

Name (Text Box)

Adventure Image: (Body2)

Upload Select

Profile Preview

About | (Body 2)

Text Box

Private Information: | Section Title (H2)

Text Field - First Name (H3)

Text Field - Last Name (H3)

Text Field - Username (H3)

Text Field - Password (H3)

Text Field - Email (H3)

Text Field - Birthday (H3)

Text Field - Location (H3)

Submit| (Nav Button)

Logo

Copyright

HomeAdventuresProfileLoginContactSitemap

Title/Logo

Search

Profile

Options

Application Start Screen

Login (H2)

Text Field - Username (H3)

Text Field - Password (H3)

Sign-In Button (B1)

Lost Password (B1)

Register Button (B1)

Title/Logo

Search

Profile

Options

Application Start Screen

Register (H2)

Text Field - First Name (H3)

Text Field - Last Name (H3)

Text Field - Username (H3)

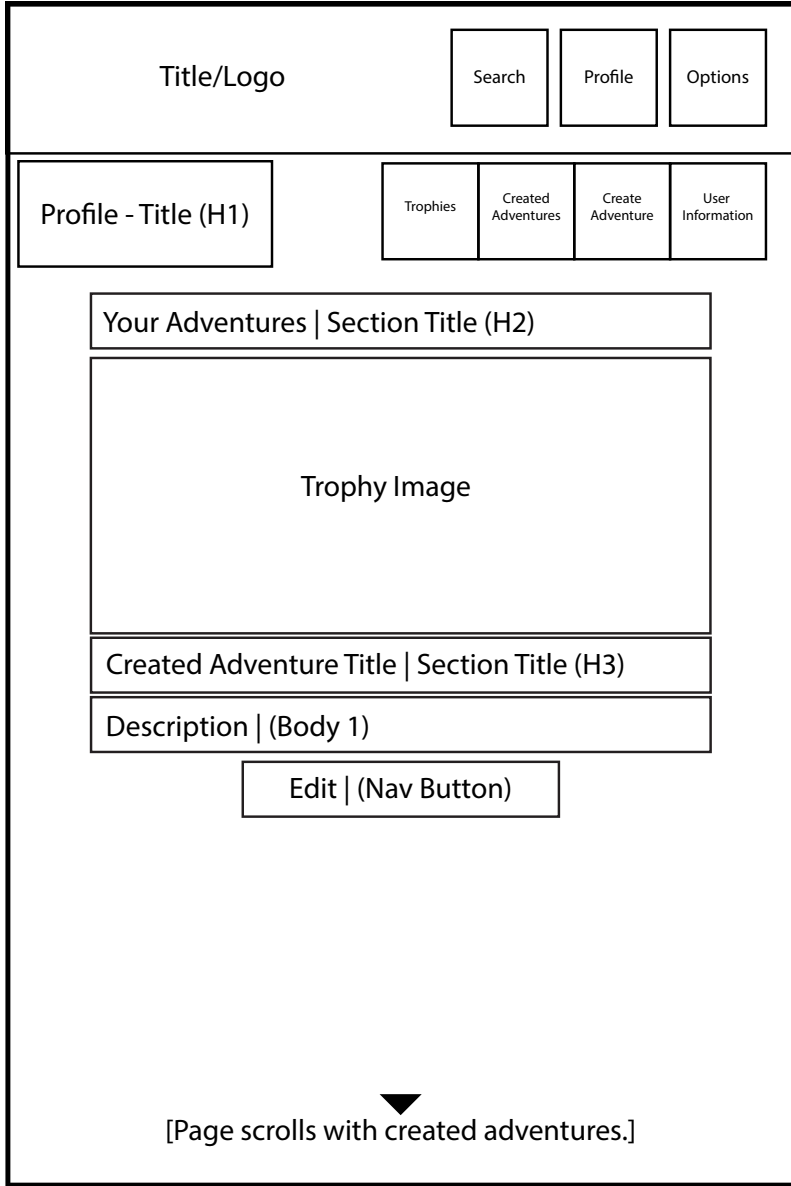
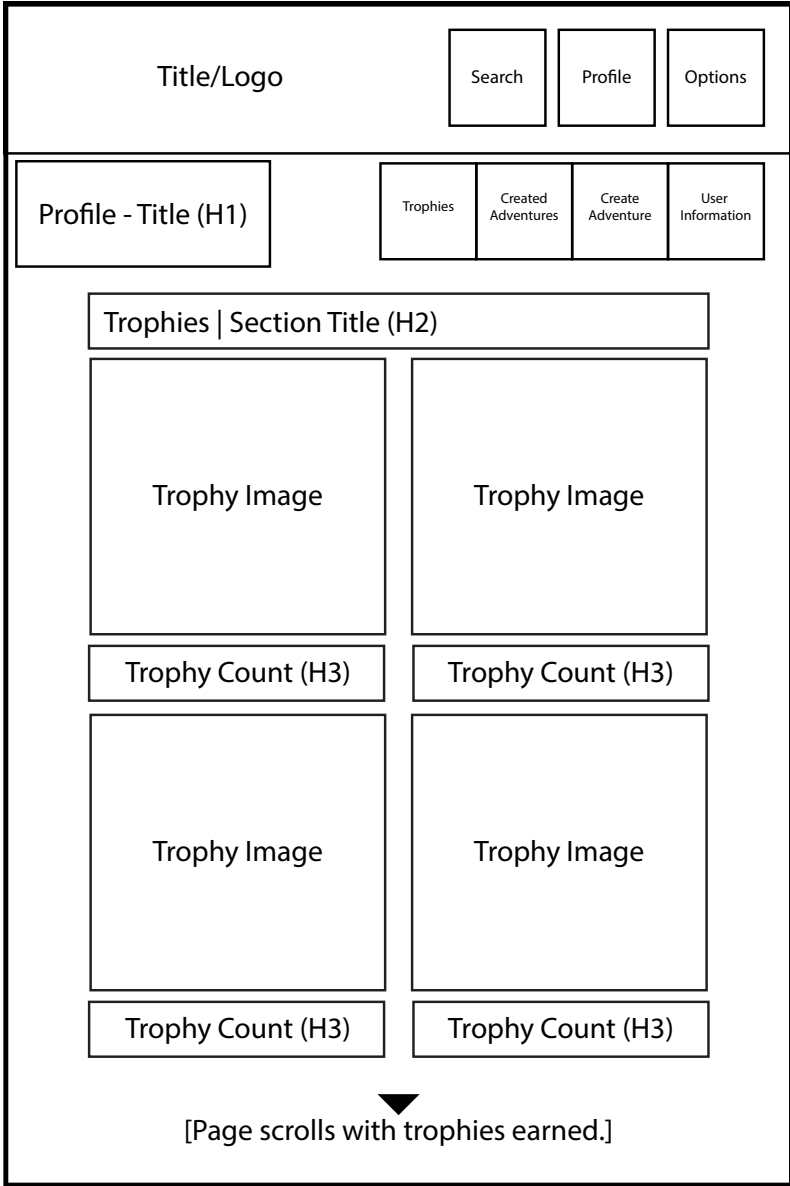
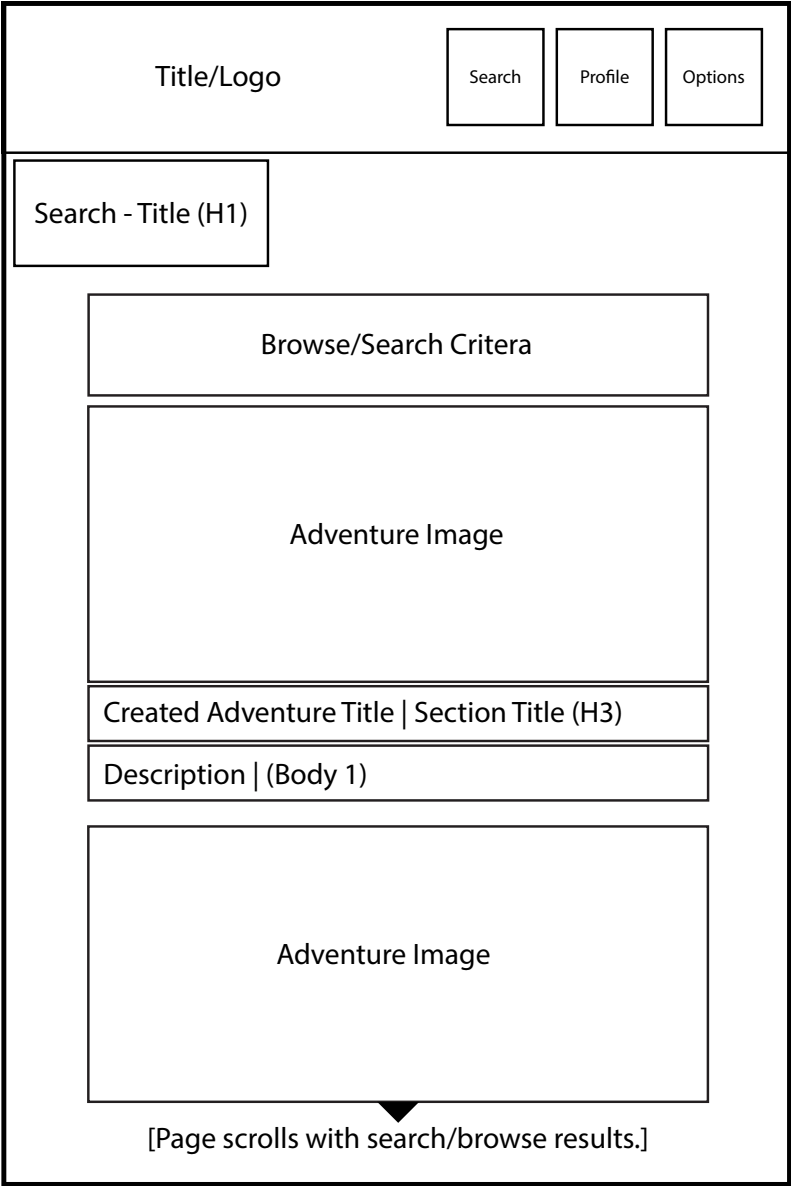
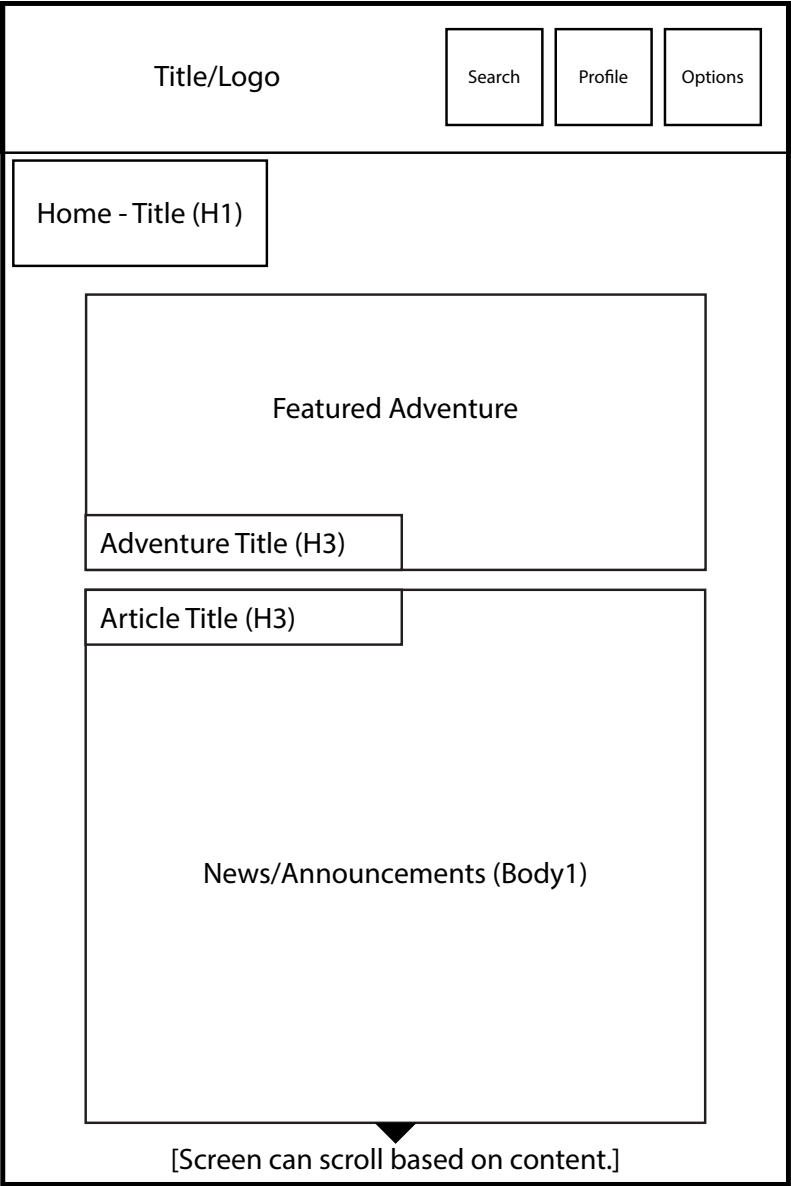
Text Field - Password (H3)

Text Field - Email (H3)

Text Field - Birthday (H3)

Register Button (B1)

Login Button (B1)



Title/Logo

Search

Profile

Options

Profile - Title (H1)

Trophies

Created Adventures

Create Adventure

User Information

Create Adventure | Section Title (H2)

Adventure Title | (Body 1)

Description | (Body 1)

Trophy Type | Dropdown | (Body 1)

Location | Dropdown | (Body 1)

Difficulty | Dropdown | (Body 1)

Cost | Dropdown | (Body 1)

Hints | Dropdown | (Body 1)

Submit | (Nav Button)

Title/Logo

Search

Profile

Options

Profile - Title (H1)

Trophies

Created Adventures

Create Adventure

User Information

User Information | Section Title (H2)

Info Title (H3)

User Information (Body 1)

Edit | (Nav Button)

Title/Logo

Search

Profile

Options

Options - Title (H1)

Sound Options (H3)

Map Options (H3)

GPS Options (H3)

Privacy Options (H3)

General Options (H3)

Sign Out (H3)

Technical Specifications

Utilizing the newest standards and languages, the Adventure Spot is going to be a combination of web site and mobile application that use the same database and core structure to deliver and receive information from users.

The backbone of the Adventure Spot will be built upon the Concrete 5 content management system (CMS). Concrete 5 is a relatively new CMS that allows for visual adjustment of content and themes. In comparison to other CMSs such as Drupal and WordPress, it is much more streamlined and offers an equivalent amount of functionality. However, despite it's fast growing popularity, it still lacks the plug-ins and support of its competitors.

The largest leap towards using the latest in web languages will be the jump to HTML 5. Because HTML 5 is still relatively new, there is an inherent risk in discriminating against older browsers. However, by jumping ahead to the newest standards and technologies in web design, it both future proofs the code and allows access to the latest functions and features available for current and future technology.

The mobile application will be built using the same technology as the website. The code will be ported to the Adobe Air platform for Android with a different interface design. The core functionality of the mobile application will rely upon using the same MySQL database as the web site.

All of the programs and technologies for the Adventure Spot were selected based on their functionality, support, and compatibility. They will each be utilized to their fullest to give users a feature rich and stable platform.

Programs and Technologies:

Web Languages:

HTML 5
CSS 3
PHP
MySQL
JavaScript

Adobe Products:

Dreamweaver
Illustrator
Photoshop
Air

Other Technologies:

CMS

Mood Boards

Mood board one represents and brings together some of the visual inspirations behind the Adventure Spot. This initial mood board was created shortly after the conception of the project to help guide the visual style and overall intent. Later, after the wireframes and site architecture, when the visual style of the site was getting ready to be defined, a second mood board was created to reflect the changes in concept and add a different perspective into the project.

The inspiration behind mood board one was to bring together different adventures into a collage. At the center stands an icon of adventure, Indiana Jones. The surrounding background was composed of many different traditional images of adventure. At the time, the intent was not to break the mold for what constituted an adventure, but rather to capture the idealized version of it.

The real flaw that came out of mood board one was the message: Adventure is always epic. The initial graphic designs that resulted were often heavily reliant on imagery from Indiana Jones. Later designs, in trying to find distance also became cartoonish and disconnected.

The biggest positive impact of the initial mood board was how it allowed the project to be approached. Because the mood board really presented an image of epic adventure, it helped push that sense of awe into the base ideas behind the site. Even little adventures, such as a walk through the park felt like they could be epic. It helped set the tone that adventure are everywhere.

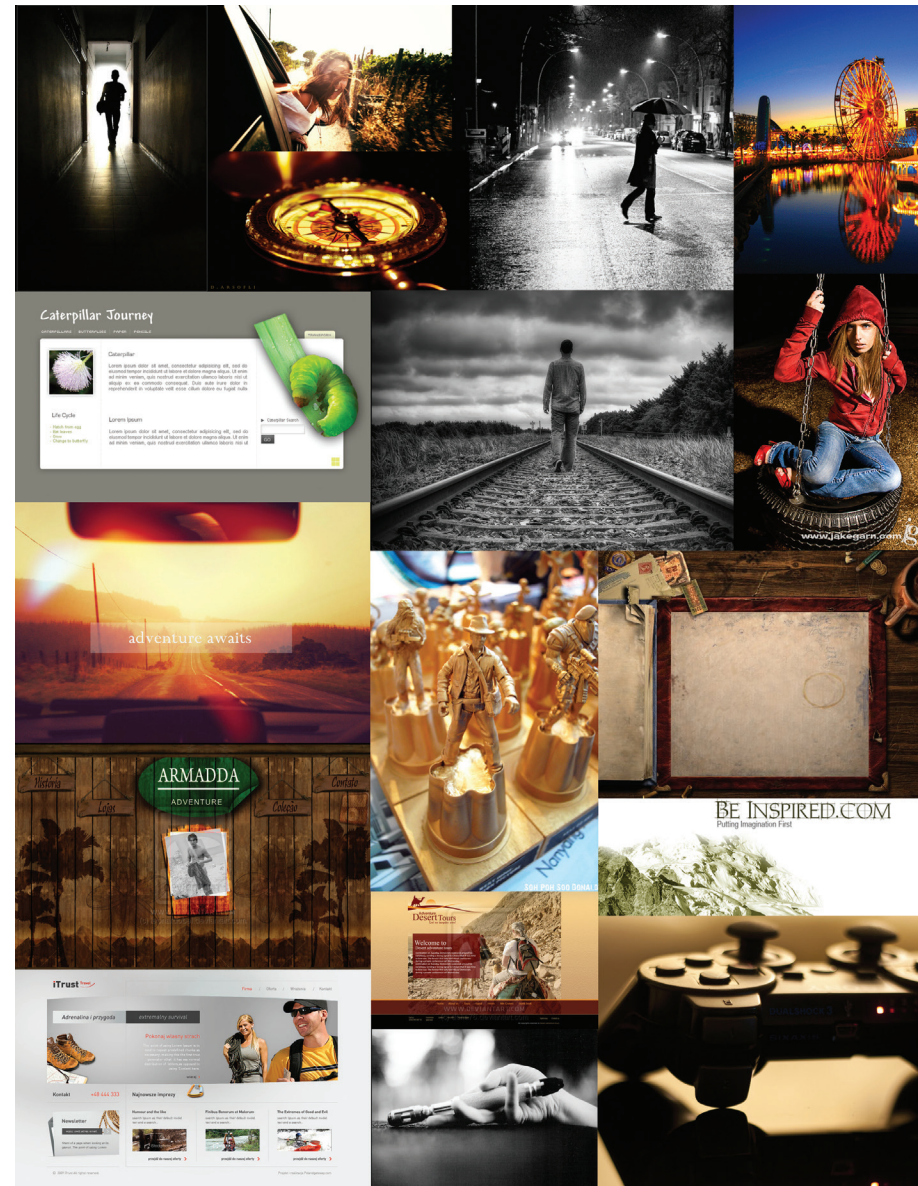


Inspirations

Mood board two was a search for the individual elements that will make up how a user interacts with the Adventure Spot. Everyday adventure, gaming, and relaxation were central themes as mood board two took a turn away from the grandesque.

The goal behind everyday adventures is to make them exciting and seem more granduesque. Drawing inspiration from programs like foursquare, you need to reward users for going on or creating adventures. So, gaming became a central idea and theme. The goal was to combine some of the classic look and feel of adventures icons like Indiana Jones into the sleek feel of modern consoles. Also, a rewards system from gaming, such as trophies needed to be available to users.

Adventure needs to also be attainable. It shouldn't be something that users feel they need to hike across the world to go do. Instead, it needs to be right there in front of them. It needs to be as simple as making a pillow fort, going for a midnight walk in the rain, or even cruising along the roads you never take in your car. Many of the images were just that, everyday. When the Adventure Spot is launched, it should have a variety of adventures that everyone can participate in.



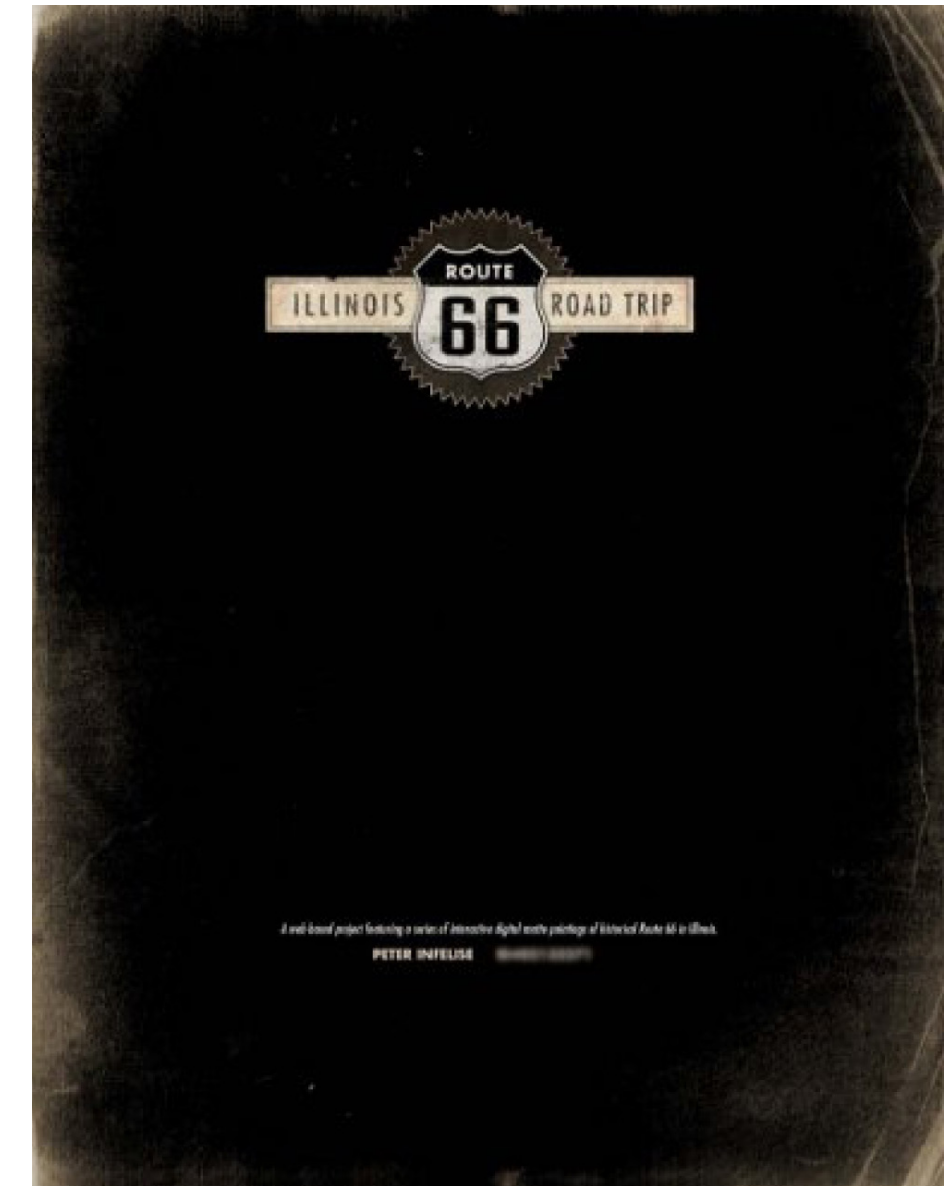
Route 66

<http://media.academyart.edu/gradshowcase/wnm.html>

As a student, one of the best gauges of where you are in your education is to look at your peer's work.

Route 66, Illinois Road Trip is an interactive documentary by Pete Infelise. Infelise's goal with the interactive project was to "give the viewer an experience." Between vintage graphics, modern photos, and matte painting a picture of the small time life is created for users to explore.

The spirit behind Route 66 is one of the inspirations behind the Adventure Spot. In order to create the documentary, Infelise started with a road trip. A simple, everyday adventure. He recorded his trip, shared it with others, and made it exciting. The purpose of the Adventure spot is to do just that, sharing everyday adventures that anyone could take and sharing your story once you are done.

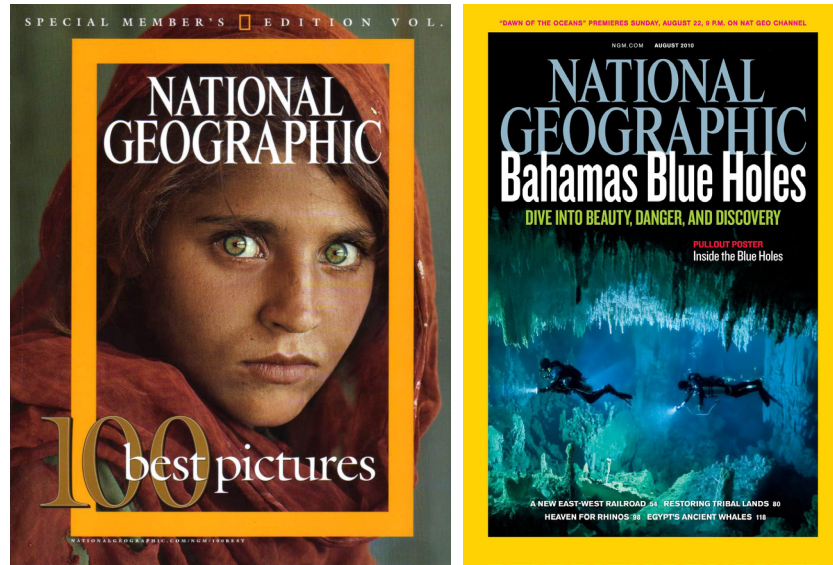


National Geographic

<http://www.nationalgeographic.com/>

National Geographic is one of the icons of adventure and photography in today's world. As a magazine, National Geographic has been around for over a century, releasing its first publication in 1888. Generations of people have now grown up reading National Geographic.

National Geographic is an inspiration for the Adventure Spot because of the skill, diversity, and time put into each issue. Photographers from all over the world gather and collect images, each telling a different story about places that are often foreign, exotic, and even graduesque. National Geographic is a great example of how others have explored some of the hardest to reach and most dangerous places on earth to tell the story.



The Hobbit

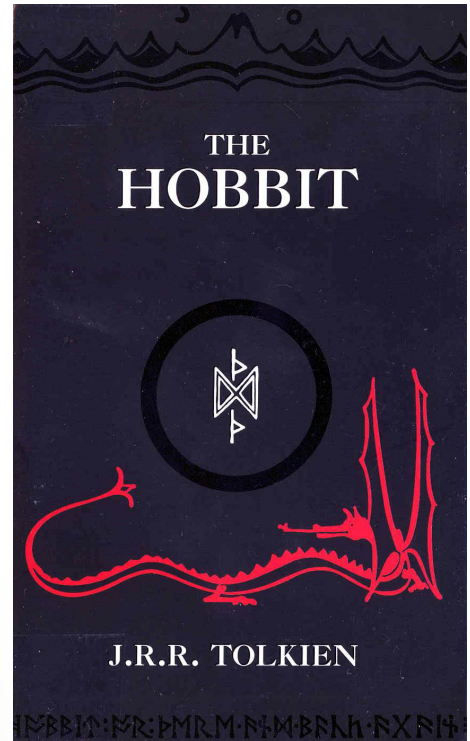
http://books.google.com/books/about/The_Hobbit.html?id=pD6arNyKyi8C

The Hobbit is the classic tale of a Hobbit that goes on an unexpected journey. It's a story of adventure, fantasy, and discovery.

The Hobbit is an inspiration for the Adventure Spot because it stimulates the imagination, takes readers on a journey, and has become a timeless tale that has been re-envisioned through multiple forms of media. The goal behind the Adventure Spot is to provide people with adventures that they wouldn't have approached on their own. And although, there is no intent on using a wizard to force them out of their holes, creating a tool is a step in the right direction.



**Modified & redrawn image
from the original journal cover



Logo Evolution

As you begin brining life to concepts they evolve. No idea is perfect at first inception. It takes time and steady work to find the ideal design. This is true for every design concept behind The Adventure Spot. The logo, the wireframes, the visual mock-ups all went through several revisions before a style and compromise was reached that felt natural for the site.

The early designs concepts for the logo and webpage concentrated on warm colors on a white background, attempting to mimic other minimalistic site designs like Firefox. However, each design seemed to fall short. Eventually, despite reluctance of not wanting to fall into the same design schemes, a darker color scheme was looked at that better matched the over arching feel of The Adventure Spot.



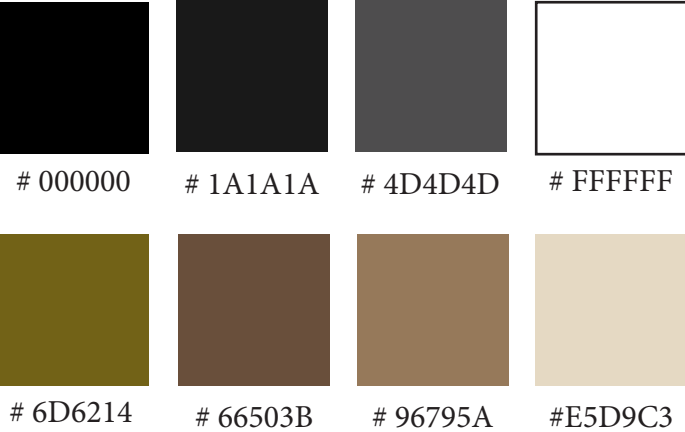
Style Guide

Font Styles:

Lucida Sans Unicode
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()_+

Palatino Linotype
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()_+

Color Palette:



Mood:

Achievement, Adventure,
Down to Earth, Fun,
Active, Dirty

Heading 1

Heading 2

Heading 3

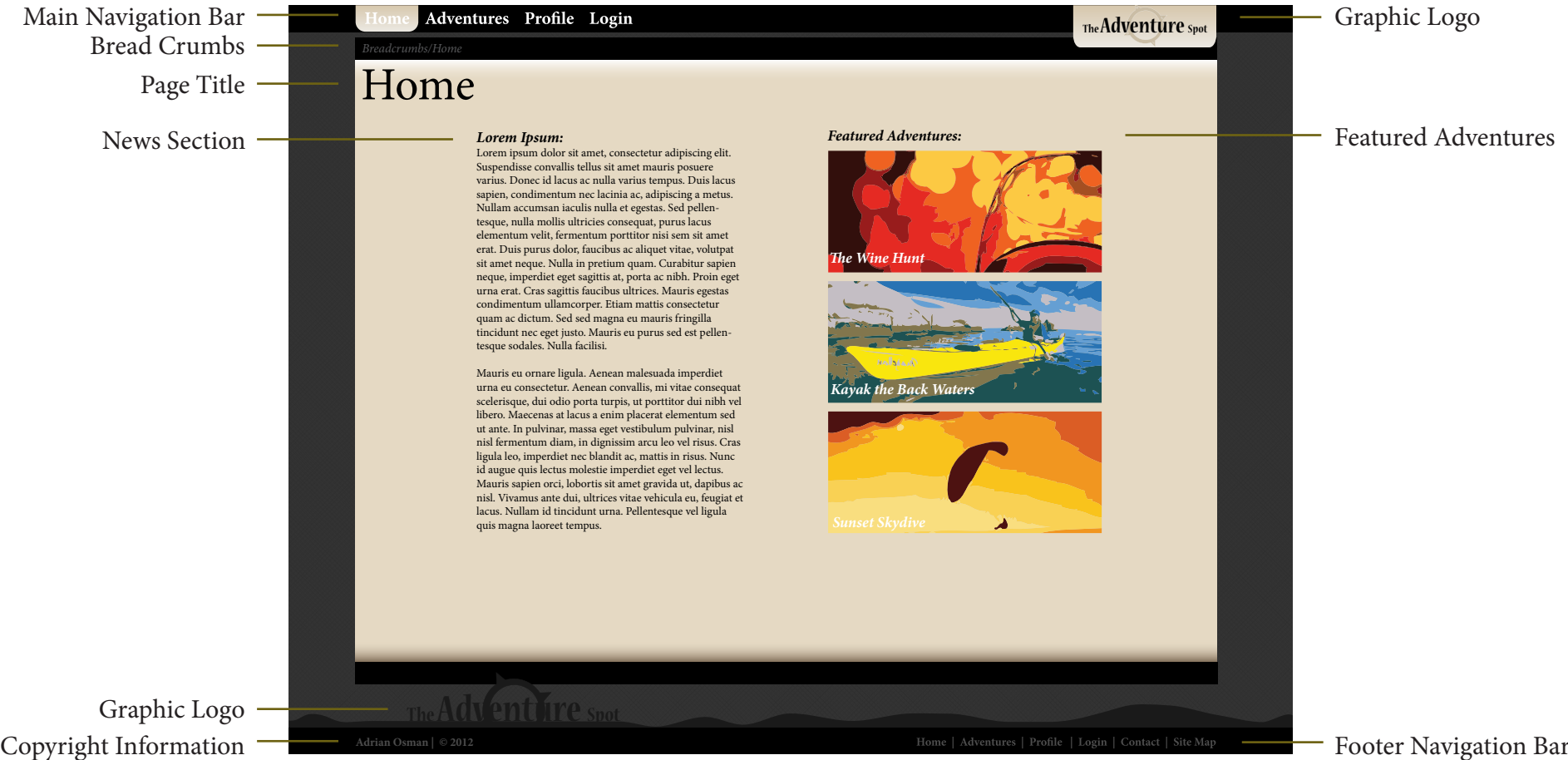
Heading 4

Heading 5

Visual Mock-Ups

Home

The home page will be a users main portal to site related news and featured adventures. Two navigation bars will be available to users. The main navigation will be at the top of the page and feature a condensed bar that contains an optimized bar for general browsing.

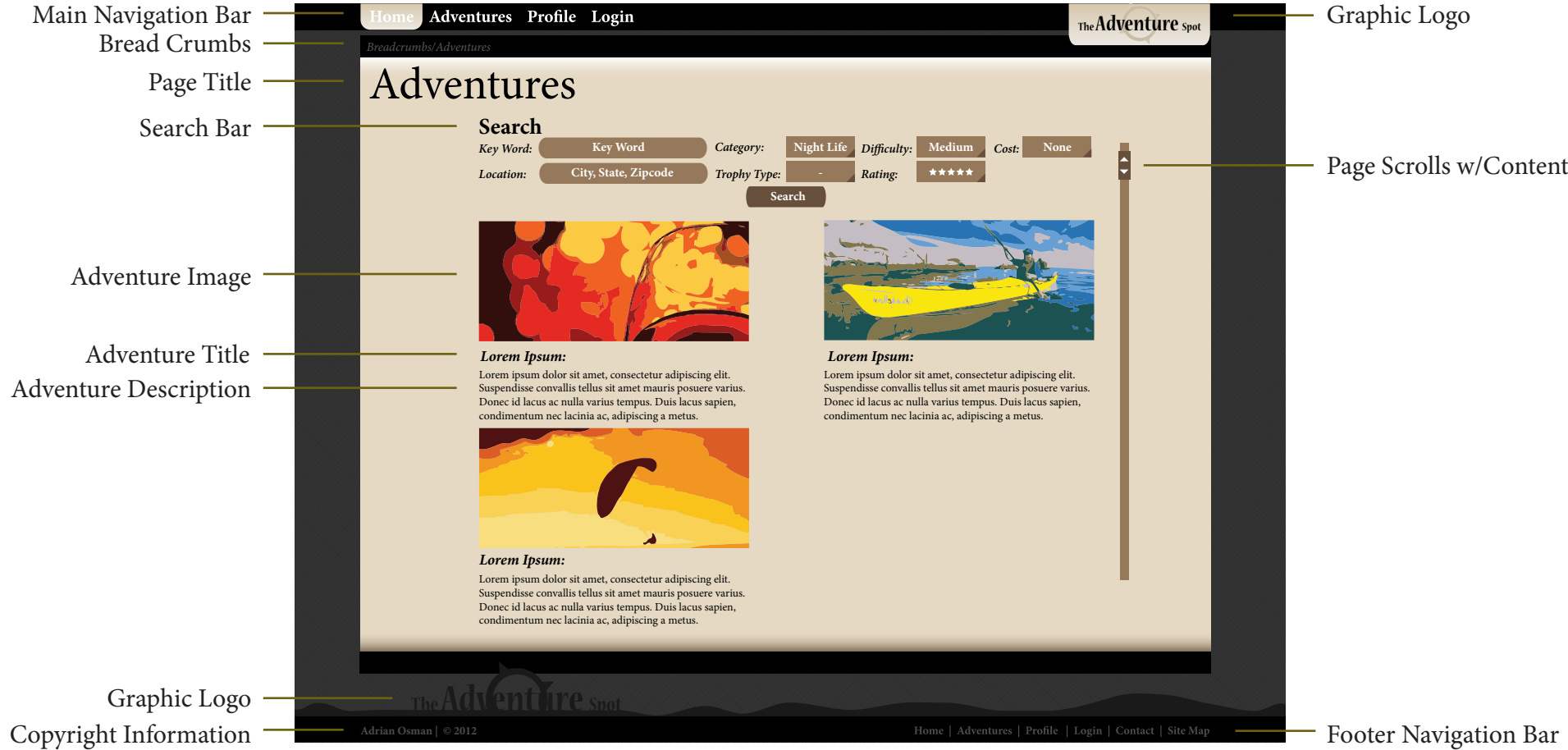


The bottom navigation bar will contain the full site navigation. To help optimize navigation, users will also see both bread crumbs and a page title at the top of each page. Each page will also be tagged with copyright information at the bottom left. Each page will be broken down into a two column format for ease of reading since the majority of the content will read like small articles and taglines.

Adventures

The adventures landing page serves as both a search and browsing page. At the top of the page is a search bar where users can input their choices for navigation. The majority of the search options will be predetermined

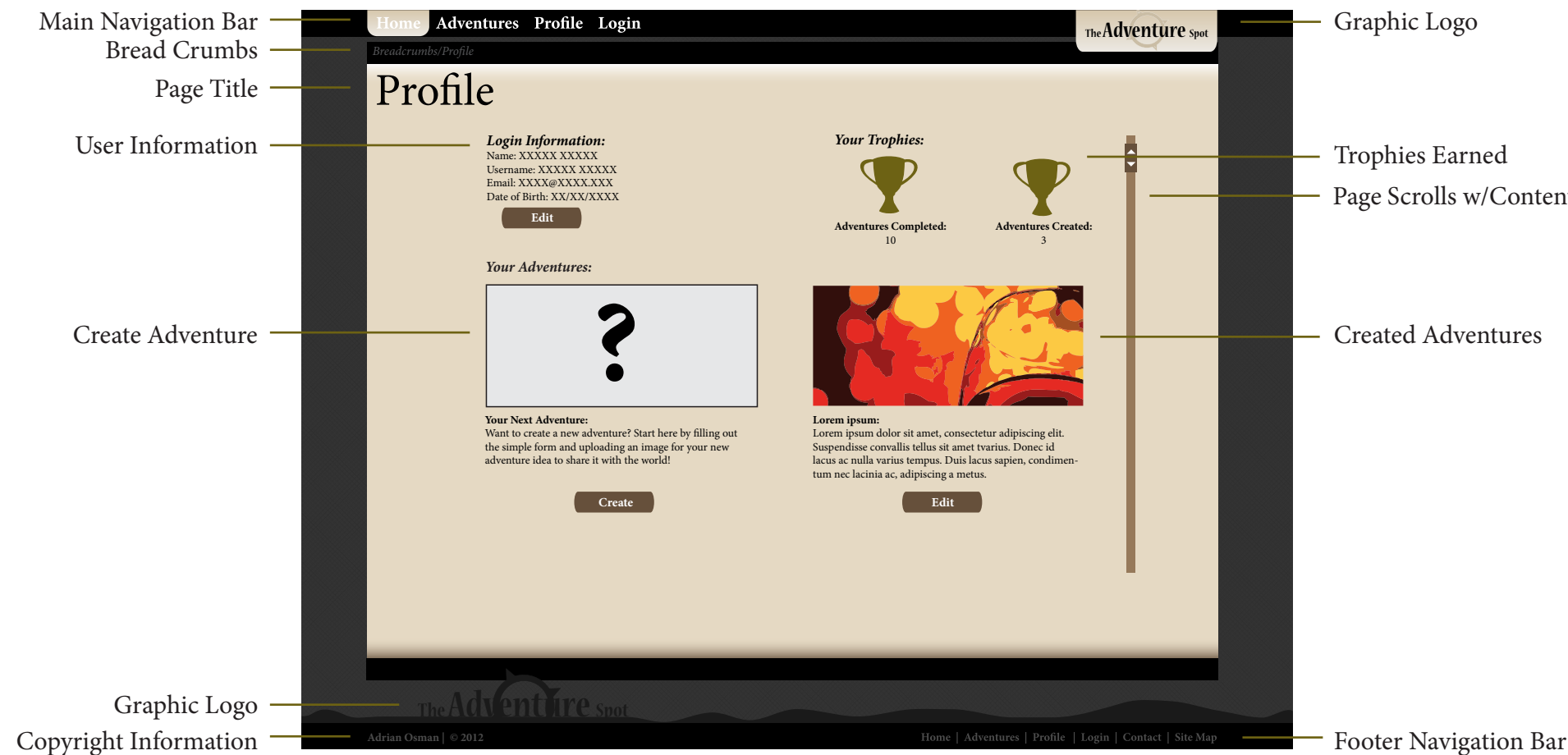
drop down boxes based on the adventure options during creation. There will only be two text input boxes for location and key word search. Below each search, the results will be listed in two columns. The content will be displayed with a photo, title or tagline, and a brief description. Users can view an adventure individually to get full details and undertake an adventure. Pages will scroll based on the amount of content available.



Profile

The profile page is where a user’s personal information, trophies, and created adventures are stored. The left hand column is dedicated to changing a user’s personal information or creating new adventures. The right hand column tracks a user’s trophy information for the adventures

they have completed or have pending completion. The last section is a user’s adventures they have created. This content will fill in both the right and left columns and the page will scroll based on the number of adventures created. Users can view details about their adventures such as the comments and number of successful adventurers or they can edit their adventure to improve it.



Login

The login page will be a landing page for both registration and login. In the left hand column, users can login using the information they set up during registration. If a user has forgotten their username/ password, they can retrieve it with the link below the login. If a user

does not have an account, the right side of the page allows them to input their personal information and register for an account. Users may later change their registration information in the profile page, which has their details listed at the top of left hand side of the page.



View Adventure

The view adventure page will be used for both viewing your personal adventures from the profile page and for viewing adventures you see on the Adventures page. The difference between the two pages will be what the button at the bottom of the page does. If you are viewing

an adventure you have personally created, you will be able to edit it. If you are viewing an adventure from the Adventures tab, you will be able to go on the adventure and then rate it, comment on it, and upload a personal photograph.

Main Navigation Bar

Bread Crumbs

Page Title

Adventure Title

Adventure Description

Begin Adventure Button

Graphic Logo

Copyright Information

Home

Adventures

Profile

Login

The Adventure Spot

Breadcrumbs/Adventures/View Adventure

View Adventure

The Wine Hunt

Trophy:

Category:

Night Life

Difficulty:

Easy

Cost:

\$40.00

Location:

Anywhere

Rating:

★★★★★

Adventure Details Overview

Adventure Map (Google API based on Location)

Begin Adventure

The Adventure Spot

Adrian Osman | © 2012

Home | Adventures | Profile | Login | Contact | Site Map

Graphic Logo

Edit Profile

Users can change their personal information at any time through the edit profile page. The page will populate with all of the information a user has previously submitted. Information will be split into two categories, private and public information. This will be done so users will

be able to identify clearly which information is public. Additional public information such as the adventures a user has taken or their trophies, and comments they have made will remain public and unchangeable by the user. After a user has made any corrections to their personal data, they can use the submit button at the bottom of the page to upload changes to their profile.

Main Navigation Bar

Bread Crumbs

Page Title

Public Profile Information

Upload Profile Picture

Uploaded Profile Picture Preview

Profile Self-Description

Submit Changes to Profile Button

Graphic Logo

Copyright Information

Home

Adventures

Profile

Login

The Adventure Spot

Breadcrumbs/Profile/Edit Profile

Edit Profile

Public:

Username:

Username

Profile Picture:

Choose Image

Profile Picture Preview

About:

Describe yourself...

Private:

Name:

First Name

Last Name

Password:

Email:

email

Age:

DOB

Location:

City, State, Zipcode

Submit

The Adventure Spot

Adrian Osman | © 2012

Home | Adventures | Profile | Login | Contact | Site Map

Graphic Logo

Private Profile Information

Private Profile Data - Full Name, Password, E-mail, Age, & Location

Footer Navigation Bar

40

41

Create Adventure

From a user’s profile page, they will be able to create adventures to share with others. On the create adventure screen, users will start by naming their adventure, uploading a preview image, and giving a short description for users browsing a list of images and a long description for

users viewing the adventure. Users can then round out their adventure by updating the costs, location, difficulty and selecting a pre made trophy or uploading one of their choice. Once an adventure is complete, users can hit the create button to submit their adventure. Once an adventure is changed, users can edit it from their profile page.

Main Navigation Bar

Bread Crumbs

Page Title

Adventure Name

Upload Adventure

Preview Image

Uploaded Image

Preview

Short Description

Long Description

Graphic Logo

Copyright Information

Home

Adventures

Profile

Login

The Adventure Spot

Breadcrumbs/Profile/Create Adventure

Create Adventure

Adventure Name:

Name

Adventure Image:

Choose Image

?

Short Description:

Max 250 Characters!

Long Description:

Description

Trophy Type:

-

Custom Image:

Choose Image

Trophy Image

Category:

-

Difficulty:

-

Cost:

\$

Location:

City, State, Zipcode

Adventure Map

(Google API based on Location)

Create

Graphic Logo

Footer Navigation Bar

Take Adventure

After a user begins an adventure, they can view the adventure in their profile tab under the trophies section. Users can view the comments other users have made on the adventure, the trophy, and claim their trophy for completing an adventure. Once a user has claimed their trophy

they can then rate the adventure, comment on it, and upload an image as proof of completion. No proof is required to complete the adventure. Instead, this system relies on the honor system of Adventurer’s being truthful about their experience.

Main Navigation Bar

Bread Crumbs

Page Title

Adventure Title

Adventure Image

Comments

Graphic Logo

Copyright Information

Home

Adventures

Profile

Login

The Adventure Spot

Breadcrumbs/Adventures/Take Adventure

Take Adventure

The Wine Hunt

Adventure Image

Comments:

User Name:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse convallis tellus sit amet mauris posuere varius. Donec id lacus ac nulla varius tempus.

User Name:

Duis lacus sapien, condimentum nec lacinia ac, adipiscing a metus.

User Name:

Nullam accumsan iaculis nulla et egestas. Sed pellentesque, nulla mollis ultricies consequat, purus lacus elementum velit, fermentum porttitor nisi sem sit amet erat.

User Name:

Duis purus dolor, faucibus ac aliquet vitae, volutpat sit amet neque. Nulla in pretium quam.

User Name:

Curabitur sapien neque, imperdiet eget sagittis at, porta ac nibh. Proin eget urna erat. Cras sagittis faucibus ultrices. Mauris egestas condimentum ullamcorper. Etiam mattis consectetur quam ac dictum.

Trophy:

Trophy Image

Complete Adventure

Rating:

★★★★★

Profile Picture:

Choose Image

About:

Describe your adventure...


Submit

Graphic Logo

Footer Navigation Bar

Login

The login page is the start screen for mobile users. If a user is already logged in or has chosen to stay logged in, this screen will be skipped. If a user is new, they will be directed to the registration page by clicking on the register link at the bottom of the screen.



Search

Profile

Options

Welcome!

Username

Password


Login

Forgot Username/Password?

Register

Register

Users are directed to the registration page from the login page when they want to create an account. Only basic information about a user is gathered during registration. All other information can be edited in the profile tab.



Search

Profile

Options

Register

First Name

Last Name

Username

Password

email

DOB

Register

Back to Login

Home

After logging in, a user is taken to the home page. The home page displays the latest news and a featured adventure for users. Users can then use the menu system to explore other sections of the application.



Search

Profile

Options

Home




News Article:

News Article

News Article

Search

The search tool allows users to find adventures. The search page will display results below the user’s search criteria. Users can scroll through a shortened version of each adventure and select adventures that interest them.



Search

Profile

Options

Search


Key Word:Key Word

Location:City, State, Zipcode

Category:Night LifeDifficulty:Medium

Trophy Type:-Rating:★★★★

Cost:None



The Wine Hunt:

Search Results

44

45

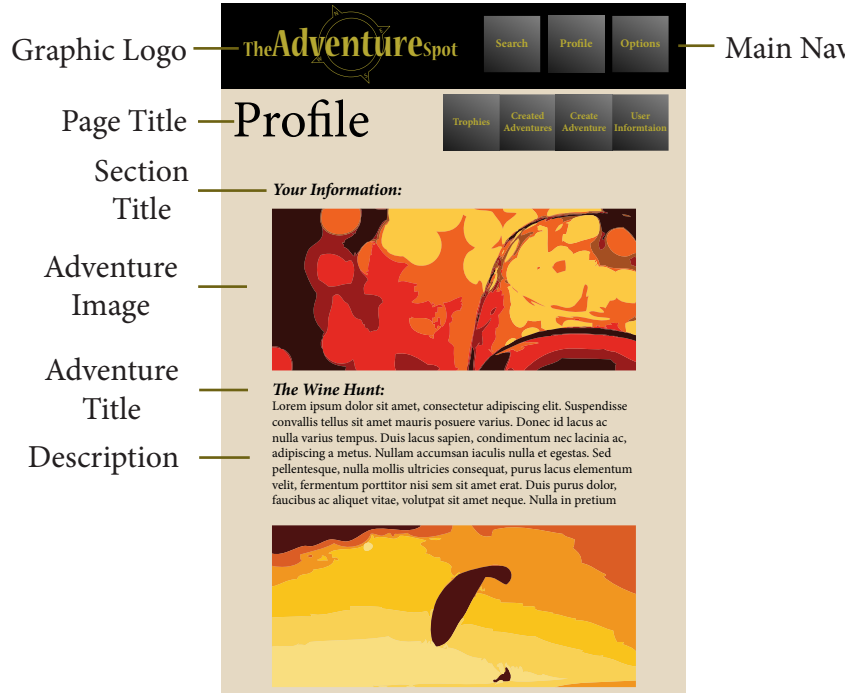
Profile - Trophies

The trophies page of allows users to see what types of adventures they have completed and adventures in progress. Users can select a trophy to see completed or in progress adventures.



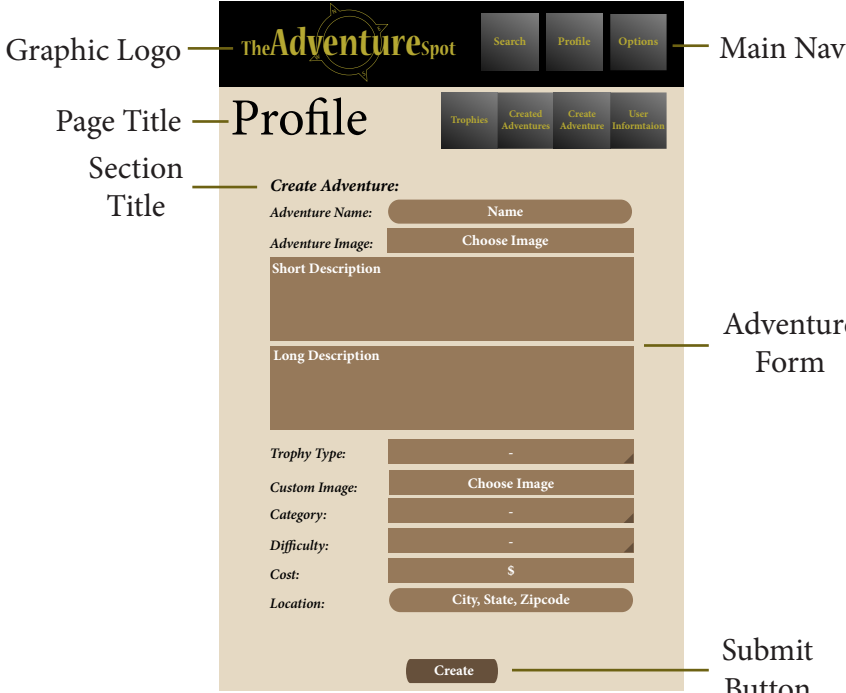
Profile - Created Adventures

The created adventures tab of the profile page allows users to review adventures they have created. By clicking on an adventure, they are brought back into edit mode and can modify an adventure’s details.



Profile - Create Adventure

The create adventure tab allows users to upload adventure ideas to the public. Here they can fill out a basic form, upload a photo, and submit the adventure, at which point it is immediately available for other users to view.



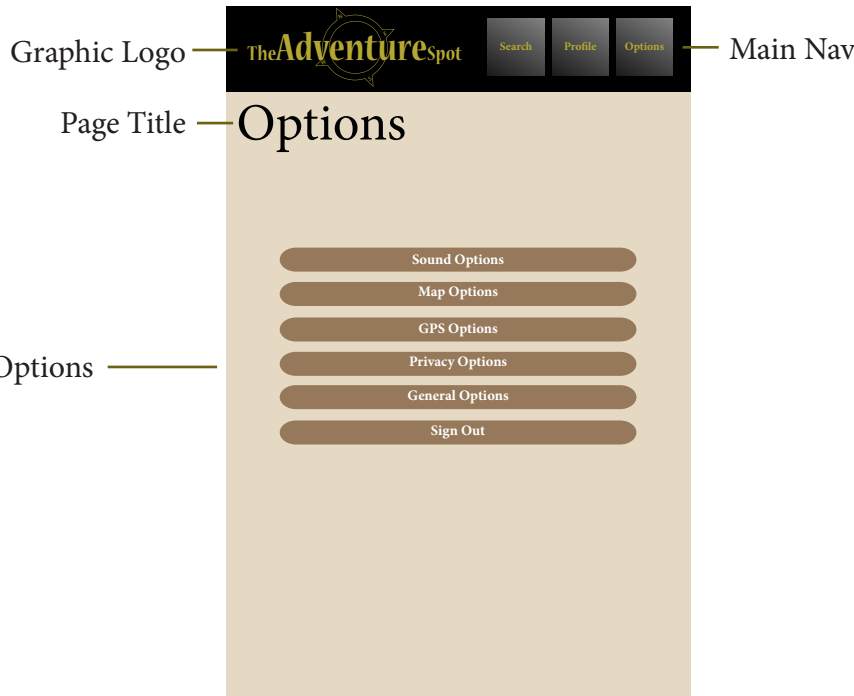
Profile - User Information

The information section on the profile tab allows users to set account-wide information that works between both the mobile application and the web portal.



Options

The options menu is unique to the web application and allows users the ability to modify how the program interacts with their mobile device.



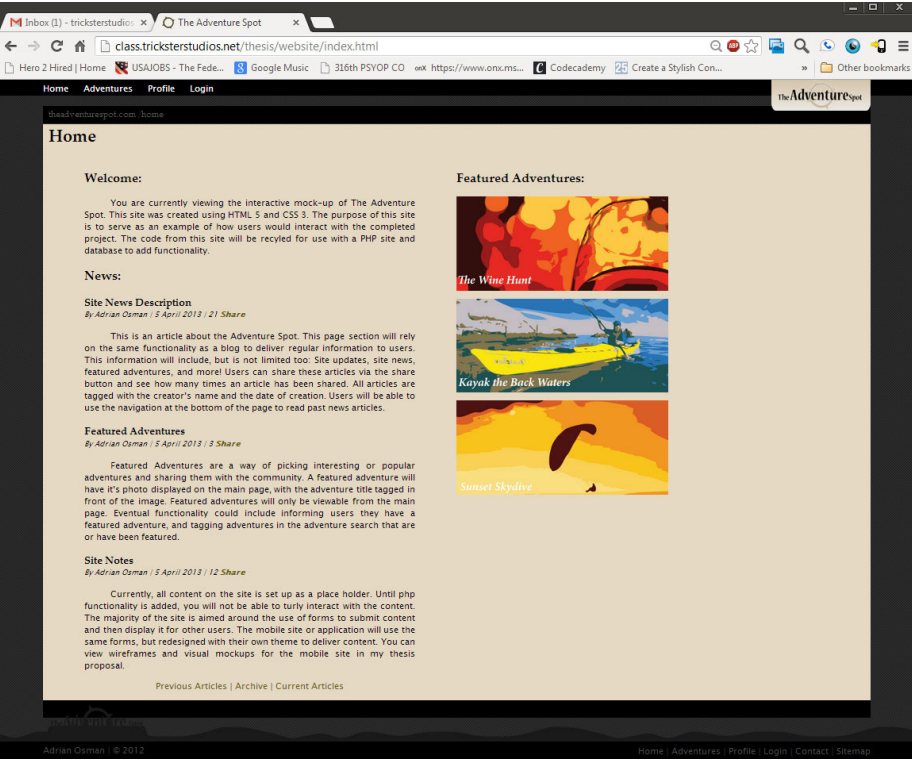
Proof of Concept

Location:
http://class.tricksterstudios.net/thesis/website/

As a proof of concept for the Adventure Spot, an interactive mock-up was created using HTML 5 & CSS. This mock-up was optimized for the Google Chrome web browser. Although features such as user profiles are not implemented, the mock-up features the full navigation, and a walkthrough of the main features planned for implementation.

Because the interactive mock-up was made using HTML 5 and CSS, the code and graphics will be reused in the next stages of development. The graphics and CSS template will first be optimized for additional browsers to include Safari, Internet Explorer, and Firefox. JavaScript will then be added in for client side form validation and additional visual effects before the site is ported over to a content management system where functionality will be added in using PHP and CSS.

Once the Adventure Spot is fully functional and has been user tested, the code and graphics will be optimized for use as a mobile application. The mobile application will use the same features and SQL database for consistency across platforms. Depending on the development cycle, the mobile version of the Adventure Spot will either be produced using Adobe Air or be converted into a mobile site and take advantage of plug-ins within WordPress for optimizing sites for mobile technology.



User Testing

Phases:

Proposal:

The initial testing of the Adventure spot for proposal purposes has been conducted through user scenarios, peer reviews, and self testing. The user scenarios, available on pages 12-14, where the primary means of exploring site layout, content, and features. After the creation of user scenarios and self testing, trusted peers were invited to view the interactive mock-up and thesis proposal.

Development:

During the development phases of the Adventure Spot testing will be conducted through additional peer review, directed testing, and more complex user scenarios. Initially, testing will focus on user scenarios, but as the development cycle begins to draw to a close, testing will focus more heavily on directed peer reviews.

Final Presentation:

At the end of the development cycle, a small user base will be introduced to the Adventure Spot's functioning live site. Feedback will be requested from the user base in the form of surveys and a beta testing adventure, with trophy. In addition, a professional testing service will be consulted for comparative data. The results of these will be included in the final presentation and used to improve the final product before presentation.



Bibliography

Image Sources

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<https://play.google.com/store/apps/details?id=com.dayzipping.android&hl=en>

Website Screenshot - (Page 7, Right) National Geographic
<http://adventure.nationalgeographic.com/adventure/>

Website Screenshot - (Page 8, Right) Frommer's
<http://www.frommers.com/>

Website Screenshot - (Page 9, Right) Yahoo Trip Planner
<http://travel.yahoo.com/trip>

Application Screenshots - (Page 10, Right) Field Trip
<https://play.google.com/store/apps/details?id=com.nianticproject.scout&hl=en>

Image - (Page 12, 13, 14) User Scenario Images
Source Unknown, Author Unkown, Website Unkown

Presentation Cover - (Page 31, Right) Route 66 - Illinois Roadtrip
<http://media.academyart.edu/gradshowcase/wnm.html>

Magazine Covers - (Page 32, Right) National Geographic
<http://www.nationalgeographic.com/>

Book Cover - (Page 33, Right) The Hobbit
http://books.google.com/books/about/The_Hobbit.html?id=pD6arNyKyi8C

Biography

I grew up in Indiana, where the state motto is, “We’re moving.” The first half of my childhood was spent living in a small town and the second half in a college town. My childhood was fairly normal, and in certain regards, thoroughly mundane. I spent a lot of time outdoors, with friends, and playing video games. In many regards, this mundane childhood is probably the biggest inspiration for my project. Because, the older I got, the more and more I heard everyone around me complain that, “There’s never anything to do.”

I’m not certain being an artist was ever a question for me. For as long as I can remember, it was always a subject of excitement and intrigue and although I held other interests such as computers that I could have easily pursued, nothing else stirred the same level of passion in me. I started out my career as a photographer after being inspired by my high school photography teacher. My bachelor’s degree, in photography, was obtained from Purdue University, one of the two towns I had grown up in.

After college, I moved to California to hunt for better adventures and more importantly, employment. I was mostly unsuccessful, managing to only land temporary jobs. Eventually, feeling desperate, I did the one thing I said I would never do: I joined the Army. As it turns out, the Army has been the most rewarding career path I’ve chosen. I began as a 25 Victor, Combat Documentation and Production Specialist. I was a photographer. For my first tour, I went to Iraq where they accidentally slotted me as a 25 Mike, Multimedia Illustrator. I spent nearly a year doing a job I had not been trained for before my superiors or anyone else realized the error. I later received training as a 25 Mike and now hold two Military Occupational Specialties (MOSs).

About a year after my deployment, I began pursuing my MFA

through the Academy of Art University in Photography. At the same time, I received my training as a 25 Mike and shortly thereafter, switched majors because of my growing interest in interactive media. I have also moved back to Indiana, where I’m still in the Army Reserves with the 316th Psychological Operations.

For the short term, I intend to complete my MFA at the Academy of Art University and move back to California. I’ve been actively seeking teaching experience and employment as a web designer. Eventually, I plan to be a full time instructor at the college level.



Summary: A web designer with 8+ years of experience and both military and civilian training in photography, videography, and design. Technically proficient with Adobe products, Microsoft Office, and web languages.

Experience: **United States Army Reserves:** 2006-Present
Multimedia Illustrator
Served with multiple Psychological Operations companies across the country and overseas; Working in high stress environments and under short deadlines. Non-Commissioned Officer, in charge of a squad of multimedia illustrators for the 316th PSYOP Co. Routinely creates and coordinates both print and digital product in support of unit operations.

Chadon Photographers: 2004-2005
Event Photographer & Regional Manager
Photographed the West Lafayette area’s Greek events. Once promoted to regional manager, coordinated equipment usage, schedules, and film drop off.

Resume

3GUpload.com: 2004-2005
Content Manager
Managed over 30,000 user submitted files for 3GUpload, a start-up internet company, to ensure compliance with copyright & quality standards. Created graphics in support of initial site development.

Education: **Academy of Art University:** (In Progress, 2013)
Master of Fine Arts in Web Design & New Media

Purdue University: 2004
Bachelor’s of Science in Photography

Skills:

Photography:	<div></div>
Videography:	<div></div>
HTML:	<div></div>
CSS:	<div></div>
Action Script:	<div></div>
Photoshop:	<div></div>
Illustrator:	<div></div>
Dreamweaver:	<div></div>
InDesign:	<div></div>
Flash:	<div></div>

<http://www.tricksterstudios.net>
Web Designer | Photographer | Multimedia Illustrator

Portfolio

Trickster Studios

Medium: Website

Course: WNM 608

Web Technology 1

Description:

Trickster Studios has been an online portfolio for over a decade. For Web Technology 1, as part of the final project, Trickster Studios received a complete overhaul. It is coded using HTML, CSS, and JavaScript.



Recipes From My Friends

Medium: Website

Course: WNM 608

Web Technology 1

Description:

Recipes From My Friends was a midterm project in Web Technology 1. The site was created using HTML and CSS.

Projects Showcase

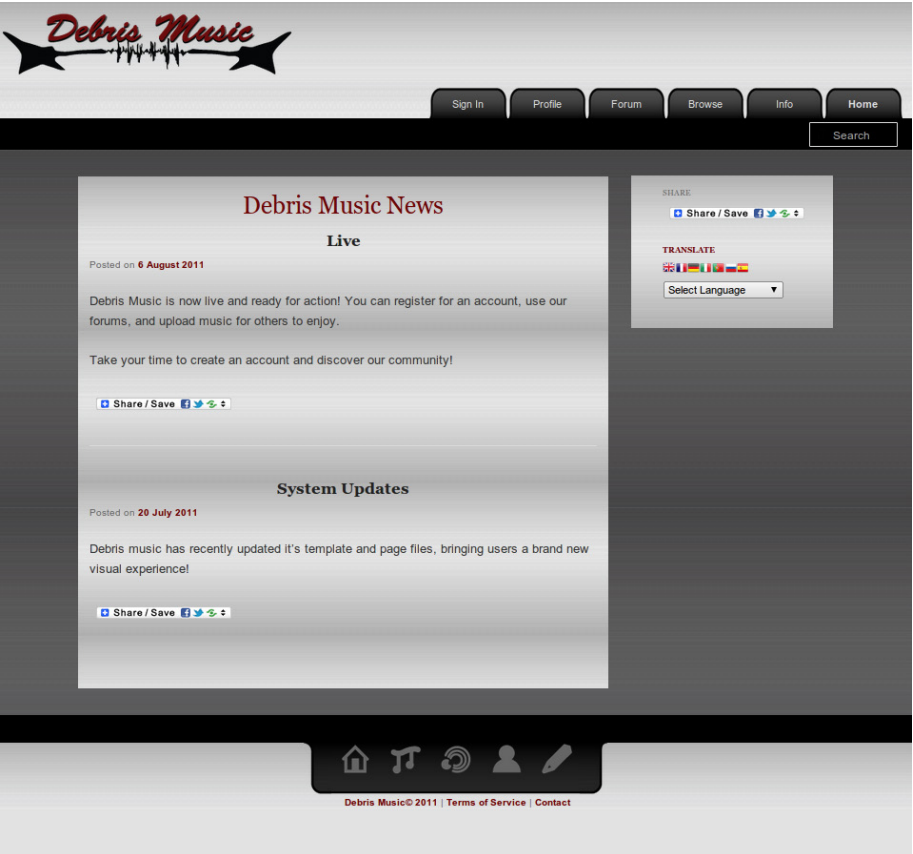
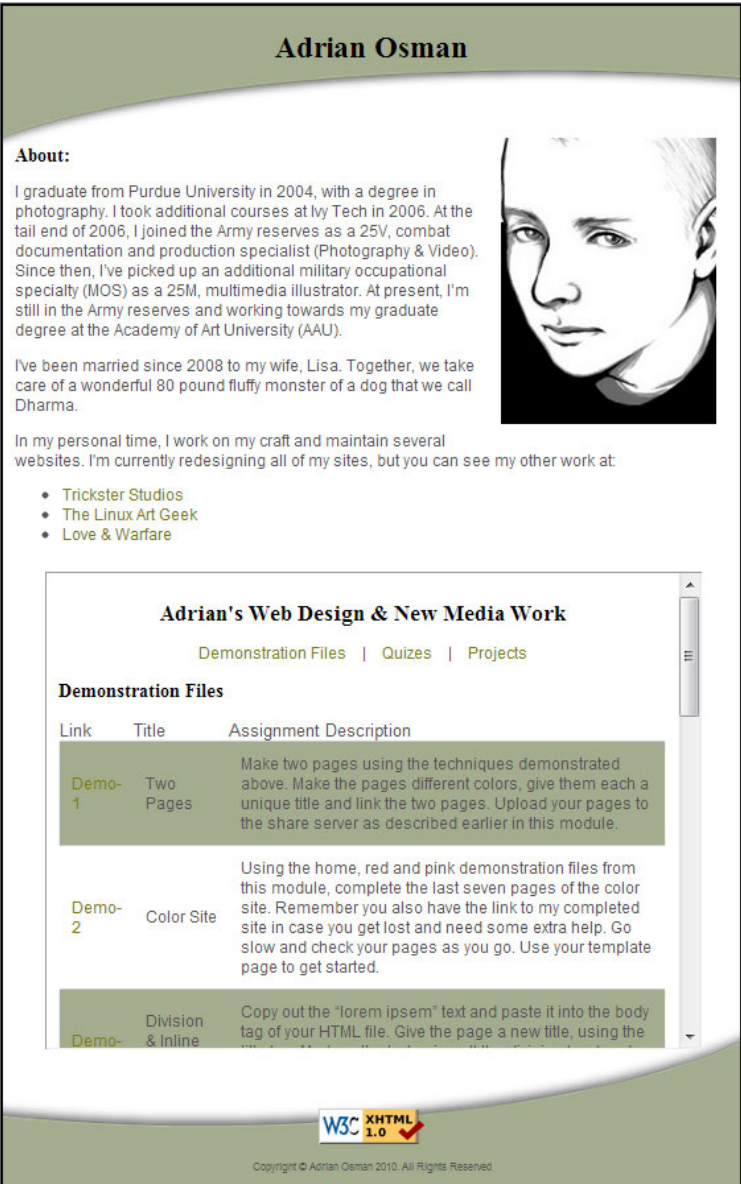
Medium: Website

Course: WNM 608

Web Technology 1

Description:

Created as part of the midterm and final exam projects for Web Technology 1, this site is a showcase for all of the projects and exercises covered through out the course. This site was created using HTML and CSS.



Debris Music

Medium: Website

Course: WNM 618

Web Technology 2

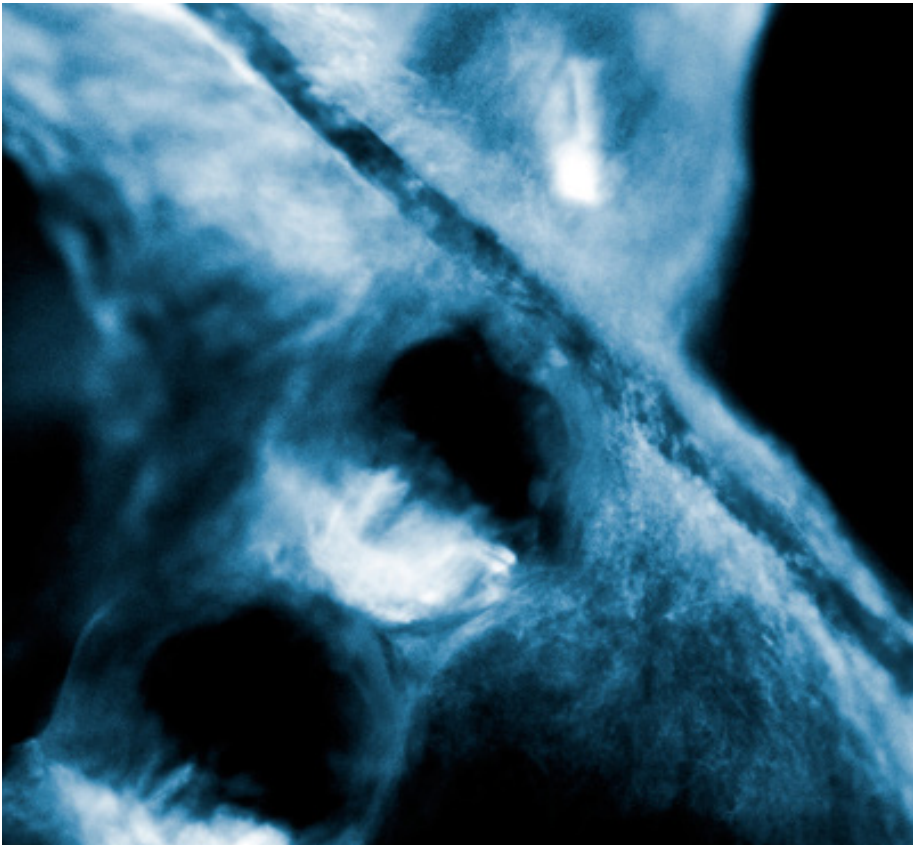
Description:

Created as part of the final project for Web Technology 2, Debris Music is a site for users to share and sell music. The site uses WordPress as a content management system and is put together using CSS, PHP, MySQL, JavaScript, and HTML.

Flood

Medium: Photography
Course: PH 612
The Nature of Photography

Description:
Created as part of a series of images for the final project in The Nature of Photography, this image represents my knowledge of working with lighting, extended shutter speeds, and still life.



String of Water

Medium: Photography
Course: PH 612
The Nature of Photography

Description:
Taken during the middle of the day in full sunlight, this image represents knowledge of how to control lighting.

1990

Robert Slimbach

Minion

Garalde, Old Style, Serif
The minion typeface, designed by Robert Slimbach in 1990 for Adobe Systems, was inspired by late Renaissance-era type. Fonts within the Minion typeface include Minion Expert, Minion Cyrillic, Minion MM, Minion STD Black, Minion Pro, Minion Web, and Minion Web Pro. A unique feature of this typeface is how it was designed. Minion has been optimized for both print and screen. At various optical sizes, the typeface will have different stroke contrast and details. In short, minion is a modern font that was designed to meet the challenge of working with various displays while still maintaining a professional appearance.

Minion Poster 1

Medium: Adobe Illustrator
Course: WNM 605
Typography for Digital Masters

Description:
Created as part of the midterm for Typography for Digital Masters, this poster concentrates on the elements of typography in order to present the history and background behind the Minion Typeface.

Koi Pond

Medium: Flash Game
Course: WNM 645
Time Based Media Scripting

Description:
Koi Pond is a game that mimics the functionality of the four button Simon game from the 80s. Created using Adobe Flash and ActionScript 3.0, this project was the final for Time Based Media Scripting.



World Leaders In Innovation

Medium: Illustrator & Flash Video
Course: WNM 661
Interactive Infographics

Description:
World Leaders in Innovation (WLII) is an interactive infographic concept. Using statistical data from the World Bank, WLII compares countries based on their investments in reacher and output in patent application and scientific journal articles. A video was created using Adobe Flash that explains the concept in detail.

316th PSYOP Co. Products

Medium: Adobe Illustrator

Created For: U.S.A.R.

316th PSYOP Co.

Description:

These graphics are samples from about a year and a half worth of work to help the 316th Psychological Operations Company begin branding itself. Over the course of this process a vast array of products were created including coins, clothing, recruiting posters, business cards, and even door labels.



U.S. ARMY



GRISSOM ARB



