



Interactive Development Presentation

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Company profile:

Active lifestyle retailer specializing in clothing, equipment and travel with a focus on species and environmental conservation.

Competition:

REI

How are they similar to their competition?

They sell clothing and equipment for outdoor activities. They offer group / “member” trips. They engage with customers / members in conservation projects like trail maintenance.

How are they different from their competition?

A percentage of all sales goes towards funding conservation issues; both generally and specifically in the areas that their trips go to. They are supportive of both environmental conservation & maintenance as well as habitat / species preservation.

PERSONAS



Primary Persona #1: John

- 29, single
- Financial professional, \$75k
- Atlanta, GA
- Surfs news (CNN, NYTimes) and financial sites for work and travel/ sports (ESPN) sites for fun, active very active in social media.
- Uses Facebook, LinkedIn and Twitter
- Online 3-5 hours/day
- Intermediate computer user - uses computers for business everyday and gets most of his information from the internet

“InPeril is a great place to find quality products at good prices. They have what I need and let me compare products quickly and easily which is great in my busy life. And the ‘green’ aspect is a bonus, too.”

John is a financial professional who is into health and getting out of the office on weekends as well as adventure travel. He buys only top gear but because he is financially savvy he wants to get a good price too. His is also interested in racking up more unusual/exciting experiences than his friends / colleagues. He is competitive by nature at work and in his personal life. College educated, he has a BBA and is thinking of getting an executive MBA in the next few years for career reasons. He considers himself quite a catch, although he currently does not have a steady girlfriend, and approaches the dating scene like a contest. He comes to InPeril for quality products as well as good prices, in addition to travel itineraries that aren't run of the mill. Because he loves doing outdoor activities, he has become interested in conservation so he'll be able to keep doing “his thing” for years to come. He is more of a passive environmentalist, recycling when it is convenient but doesn't go out of his way to make an impact.

Primary Persona #2: Marilyn

- 34, married
- University Professor, \$47k
- Raleigh, NC
- Surfs mainly for research purposes
- Doesn't understand much about social media sites but has a Facebook profile which she seldom updates
- Online 3-4 times/week
- Beginning computer user - mostly word processing and scholarly research



"I see InPeril as a green friend in a corporate retail world. I like to go to InPeril because I know some of my money goes towards keeping the world a better and more diverse place."

Marilyn has loved the outdoors her whole life and was a tomboy growing up. She loves to go hiking and waterspouts and studied Biology in college, eventually getting a PhD in Environmental Sciences. She works full time as a professor at a liberal arts college and doesn't have too much time during the academic year for travel due to economic restraints and time she has to put into research and publishing. She likes to spend her summers outdoors more and can take longer trips then. During the academic year she tries to spend 1 weekend a month, minimum, doing something outdoorsy, whether it be recreational (i.e. hiking, cross-country skiing, or a whitewater day trip); but during the summer she likes to donate some of her time to environmental causes and if her budget will permit, taking a longer vacation, possibly using it as a means of preliminary research which she can parley into a future grant-backed research sabbatical.

She sees InPeril as a "green" friend in an overly corporate sports-retail world. She likes the fact that

no matter what she buys at InPeril, some of the money goes towards conservation efforts. She recycles religiously and is on the board of advisors for campus recycling efforts at the college she works at, going so far as to volunteer to take cans/bottle/paper to recycling centers on her own time. Price is important to Marilyn because her budget is not large, but the added attraction of the conservation efforts of InPeril keep her loyal and she is willing to spend a little more here if need be since she feels that extra is going towards a worthy cause.

Her husband works at a local restaurant that specializes in vegetarian foods and an avid gardener. They are both big supports of using local, seasonal produce and foodstuffs, trying to cut down on their carbon footprints as much as they can. They own 1 car and both bike to work when the weather permits. They have 3 cats, but no children.

PERSONAS



Secondary Persona #1: Colin

- 19, single
- Current college student, N/A
- Seattle, WA
- Surfs mainly for entertainment & keeping up with friends. Likes to visit music/band sites, video sites (YouTube, etc) and plays MMO games
- Very active in social media sites, likes to update his status when out, uses mainly Facebook & Twitter
- Online 4-5 hours/day
- Intermediate computer user

“InPeril always has the gear I’m looking for and the styles that make me look good. Whether I’m out in the woods with friends or playing online, I’m always comfortable with InPeril gear. And they seem to care about the environment, too.”

Colin is a member of Generation Y, or the Millennials. His parents are not yet retired and worked in the corporate world, so Colin has had a pretty easy life so far. He isn’t sure what his major is yet, but enjoys taking classes in a variety of departments, from environmental studies, philosophy and English to technology and interactive disciplines. He is tech-savvy and enjoys hanging out with friends. Being from the Northwest, he spends a lot of his free time camping, hiking and listening to music. His parents are paying for his education and give him a monthly allowance, but he also works part-time for added cash to spend on things his parents might not approve of, like partying. Although he thinks most of his classes are interesting in general, he has been known to sleep in after a late night with friends and skip class. He is a bright guy, usually getting B+ grades, but once he focusses and decides what he wants to major in, his grades will generally be A’s & A-’s.

Colin likes InPeril because of the variety and aesthetic designs of the items sold. He wants to get involved with the environmental conservation projects offered locally through InPeril, but never seems to find the time. This summer he wants to go on a wild adventurous trip with his friends and is attracted to the destinations that InPeril offers. Price is somewhat important to him because any money he can save on buying equipment and clothes is extra cash in his pocket.

Secondary Persona #2: Vicky

- 22, single
- Administrative Assistant, \$25k
- Chicago, IL
- Uses the internet mostly for shopping and checking out what's hot around town as well as keeping up with friends.
- Very active on social media and likes to 'tweet' often to let her friends know where she is and what she's doing.
- Online 1-2 hours/day
- Beginning / Intermediate computer user



"InPeril cares about our world and their clothes not only make me look cute, they aren't priced out of my range. I like the fit and style of everything I buy there. They just 'get' me."

Vicky is a young professional, out on her own for the first time. She recently graduated from college and is enjoying living in the city with her friends. She has 2 roommates that she knew from college. They all had long term boyfriends in college but are now out on the dating scene. She likes to go out drinking and dancing with her friends and flirting with guys at the clubs. Her hobbies are shopping, watching movies and going out with her friends. She played some sports in college and is in good shape and likes athletic guys, so she tries to keep in shape, going to the gym 3 days a week and trying to eat healthy. She likes to look like she makes a lot more money than she really does and although not competitive about looks, like to keep up with her friends when it comes to appearance. She could be described as a semi-passive environmentalist. She recycles at home and tries to buy organic foods when she can afford them. Her life plan is to be married by the time she is 30 and raise a family, but isn't feeling too much pressure yet to get serious with anyone.

Vicky likes that fact that if she shops at InPeril a donation is made to conservation causes but her primary reasons to shop there are style and price. Although she would like to buy new outfits more often she knows she can't afford it so she is also interested in quality that will last. Her ideal vacation is to go to the beach with friends and have fun, she isn't into hiking in the woods because she doesn't like all the bugs and mud.

SCENARIOS



Primary Persona #1: John
29, single
Financial professional
Atlanta, GA

It's Friday afternoon and John is surfing the web for some new sports clothes. He has a bike trip planned for the next weekend with some friends. He's already looked at a few clothing sites and only found general casual shirts, but he wants to find a shirt that will be light weight, comfortable and allow him to move easily, too.

Remembering InPeril.com, he goes to the site and starts his search. From the homepage he searches for men's biking shirts and is taken right to the section he needs. He browses through the selection, trying to decide if he wants a long or short sleeve shirt. He checks out the specs on a few and notices that he can add different items to a "review queue", so he starts to add selections to his list, making it easier to narrow down his choices.

The site notices that he is looking in cycling apparel and offers suggestions based on what is in his queue. He sees a pair of biking shorts and realizes that his old shorts might be a little baggy and will not look good with any new shirt he chooses, so he expands his search to include other cycling items and adds a pair of shorts to his queue.

John wants to think about the items he's chosen to compare and notices a way to save his queue for later review, so he tries this feature. Relieved, he finds he only has to enter his email address and a password and not have to give any more personal information. Once finished, he is prompted to create a full profile but decides not to do that now.

John gets a business call he has been waiting on and exits the site, knowing that he can return and not have to start his search from scratch, since his "review queue" has saved his choices.



Primary Persona #2: Marilyn
34, married
University Professor
Raleigh, NC

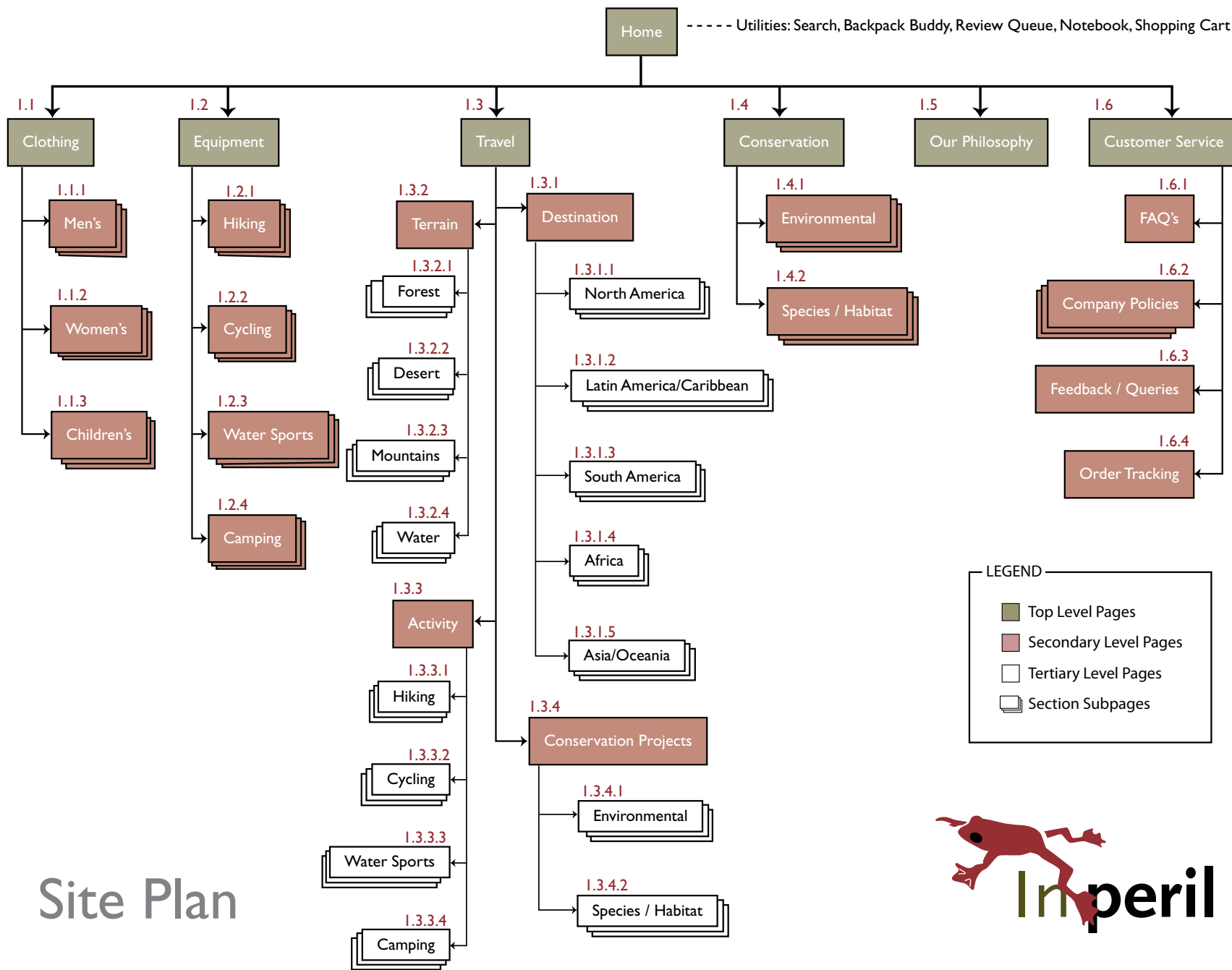
Marilyn is using some time between classes to begin her research into trips to take in the coming Summer. She searches the usual travel sites, but they don't really address her needs. She hasn't decided on her destination yet so she's not at the stage where she wants to look at ticket prices. What she needs is more of a travel service, not a ticket agent. She searches for travel sites but unfortunately, they are more geared towards vacationers who want to either go to the beach, or take a cruise, neither of which fits in to her plans.

She remembers that she had noticed a travel section on InPeril.com and navigates to the site. She's always liked that InPeril.com supports conservation efforts, so if all else fails, she figures any trip she books through them will have some kind of good effect.

She finds the travel section and discovers that not only do they have vacation-style travel, but more environmentally geared trips as well. She sees that she can browse through the trips by different categories, such as destination, terrain, activity or conservation efforts. Since she hasn't decided on a particular destination yet, she decides to see what kind of conservation projects are planned for the coming Summer season. She can choose between more species focussed or environmental based project trips. She browses through a few and finds some cover both aspects of conservation and starts to read more in depth about a trip scheduled for July that will be going to Costa Rica where they will be working with local guides to help preserve the habitat of some native species of tree frog.

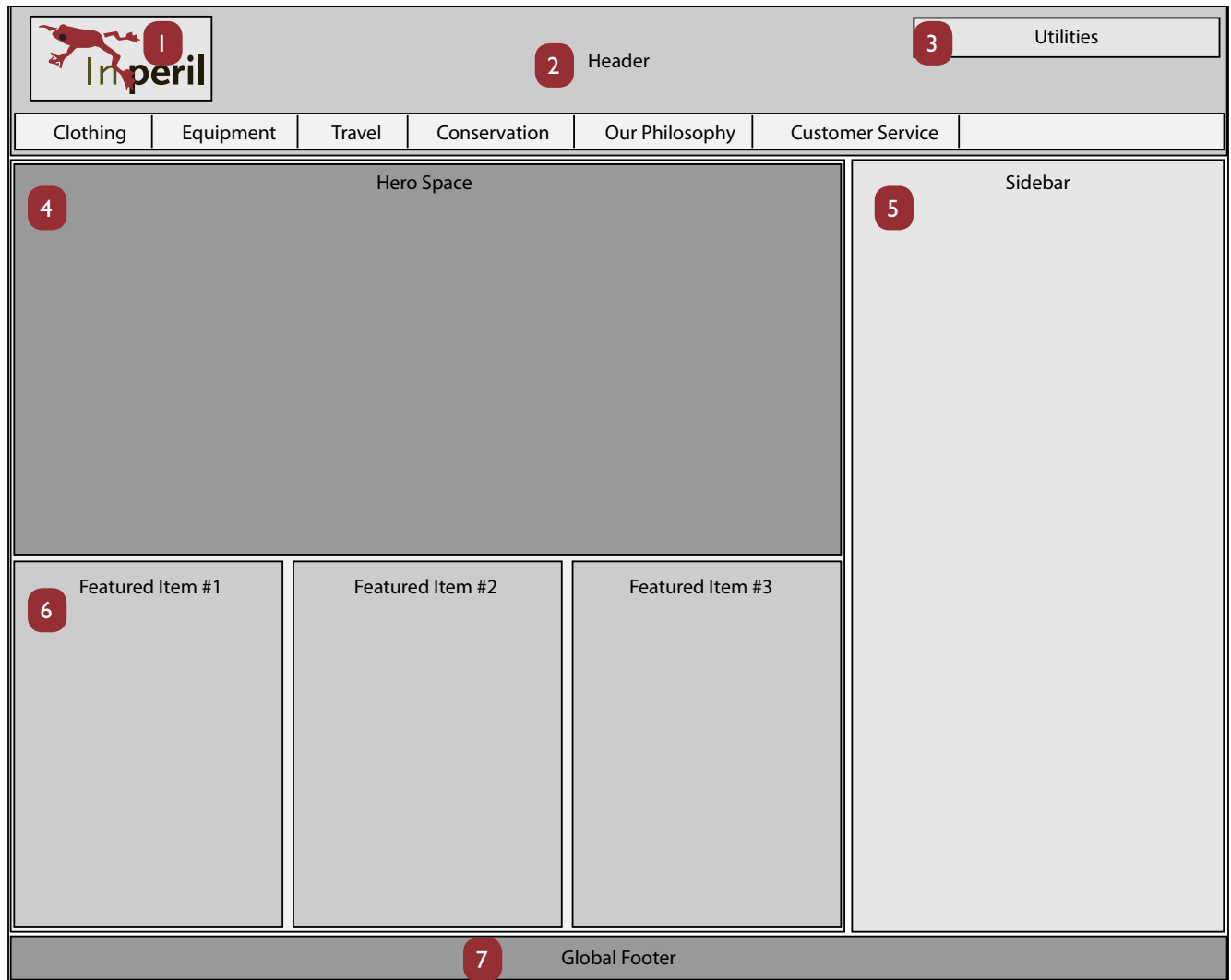
She reaches for a pen and paper to take notes on the trip when she sees that she can not only download a pdf about the trip, but can also take notes directly on the site. She downloads the brochure to show her husband and then tries out the notes section. She finds that she can make a profile to keep all her various notes organized as well as start a list of equipment and clothing that she may want to purchase. She follows the prompts and creates a profile, entering her personal information and a few preferences as to who she wants to organize her "notebook" and jots down a few cursory notes about the trip including a few research ideas that might fit in with the activity and location as well as a paper she's been thinking about writing. She looks for a way to save her notes and finds that while there is a save feature there is also a note that lets her know that they are being saved periodically for her convenience.

Impressed with the extra features she makes a mental note to tell her husband how convenient the site has been and can't wait to hear his reaction to the trips she's found for their next sojourn.



Site Plan

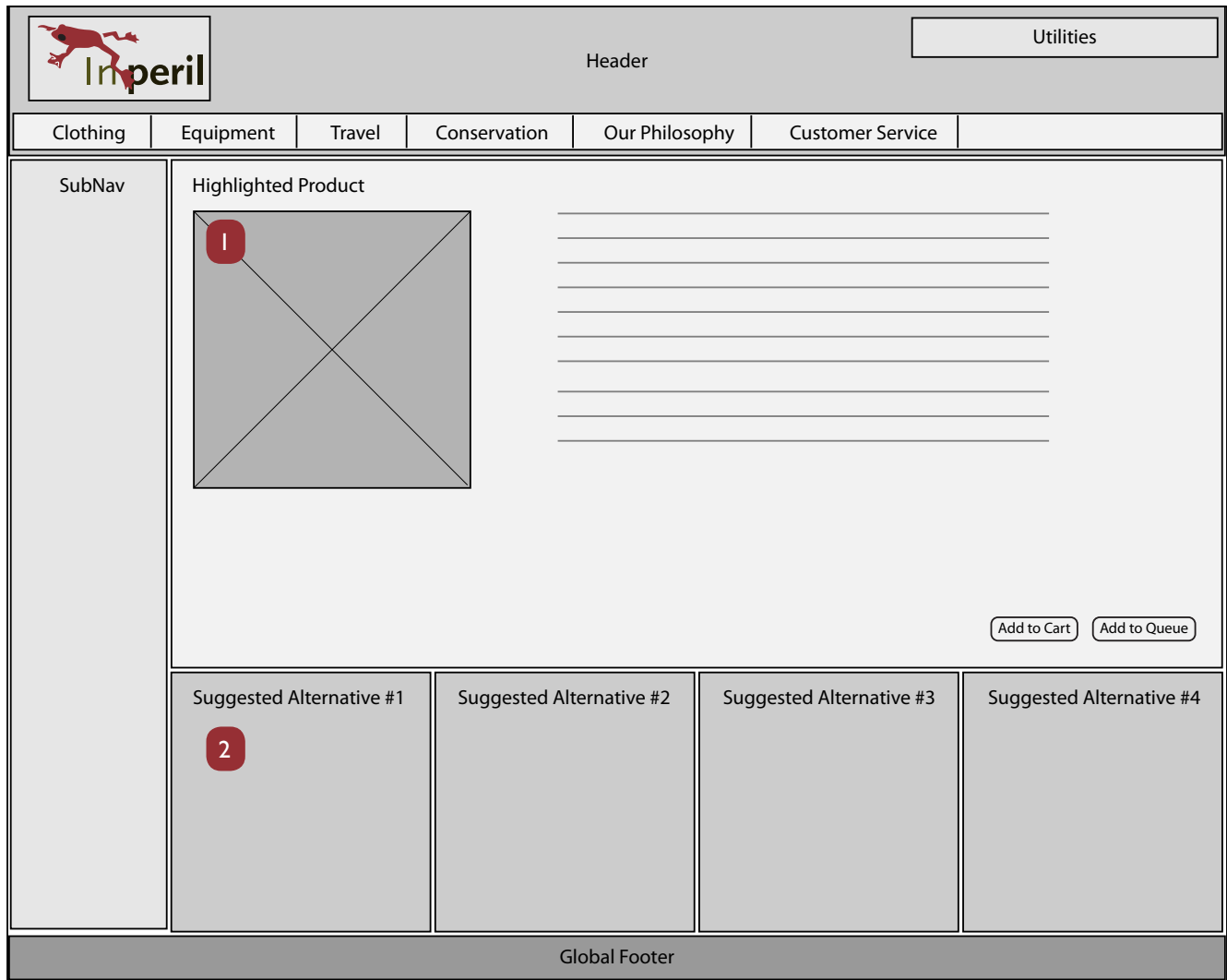




Notes:

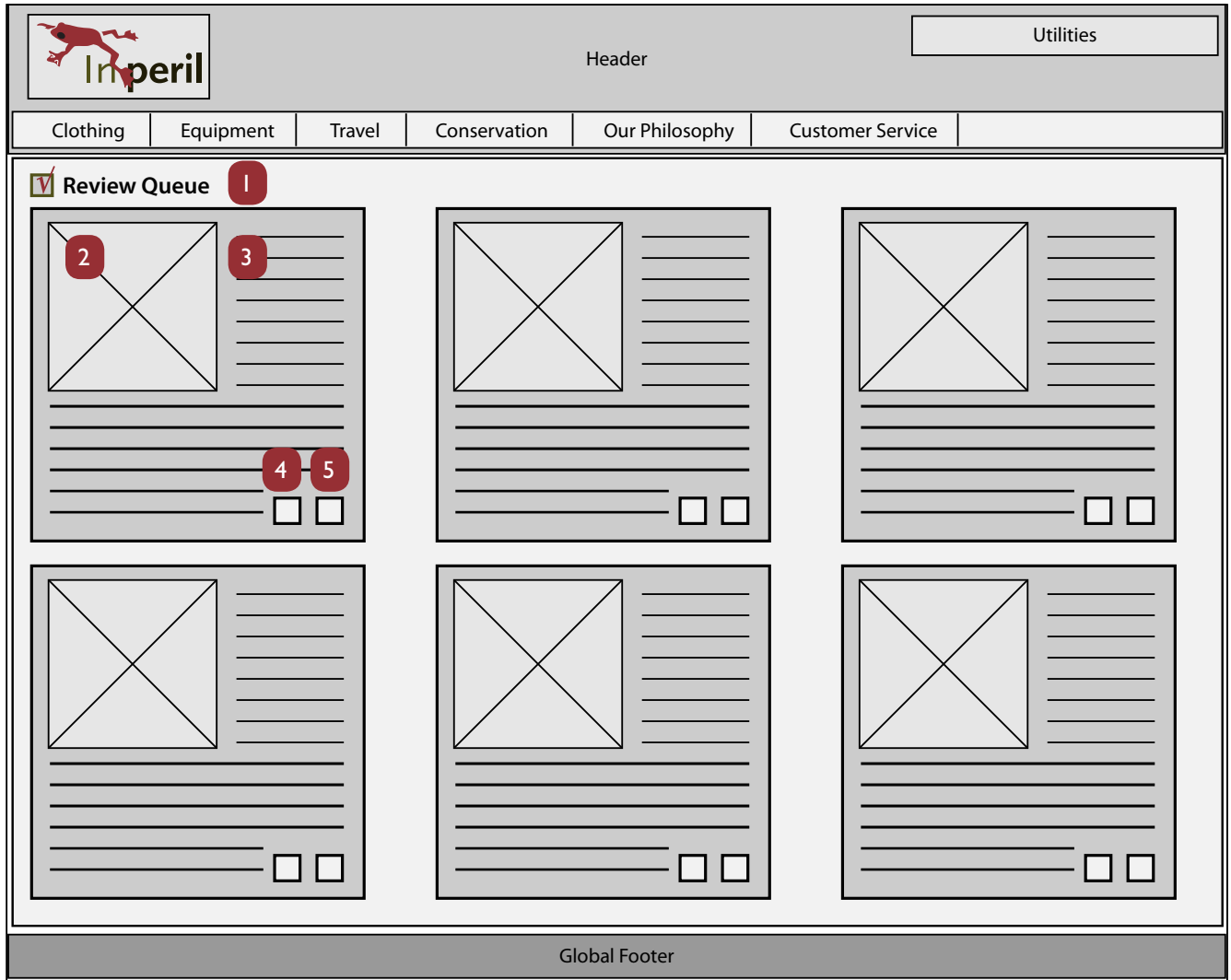
1. Company Logo / Site ID: Also works as a global Home button.
2. Header background will change periodically featuring images indicative of the season. A new set of images will be used for each of the four calendar seasons.
3. Utilities will include a site search field as well as links to site specific features, such as Account LogIn; the Backpack Buddy; the Review Queue; the Notebook; and the Shopping Cart.
4. Hero Space: This will feature a revolving images highlighting featured currently offered trips, featured items and ongoing conservation efforts.
5. Sidebar: The sidebar will feature current conservation efforts being undertaken by InPeril, both species conservation and environmental conservation.
6. Featured Items: These will be items from various areas of the site which are being featured at the time. The items will change whenever the page is refreshed.
7. Footer will contain copyright information as well as links to the Customer Support section, the Contact page and the Our Philosophy section.

Wireframes: Product Pages



Notes:

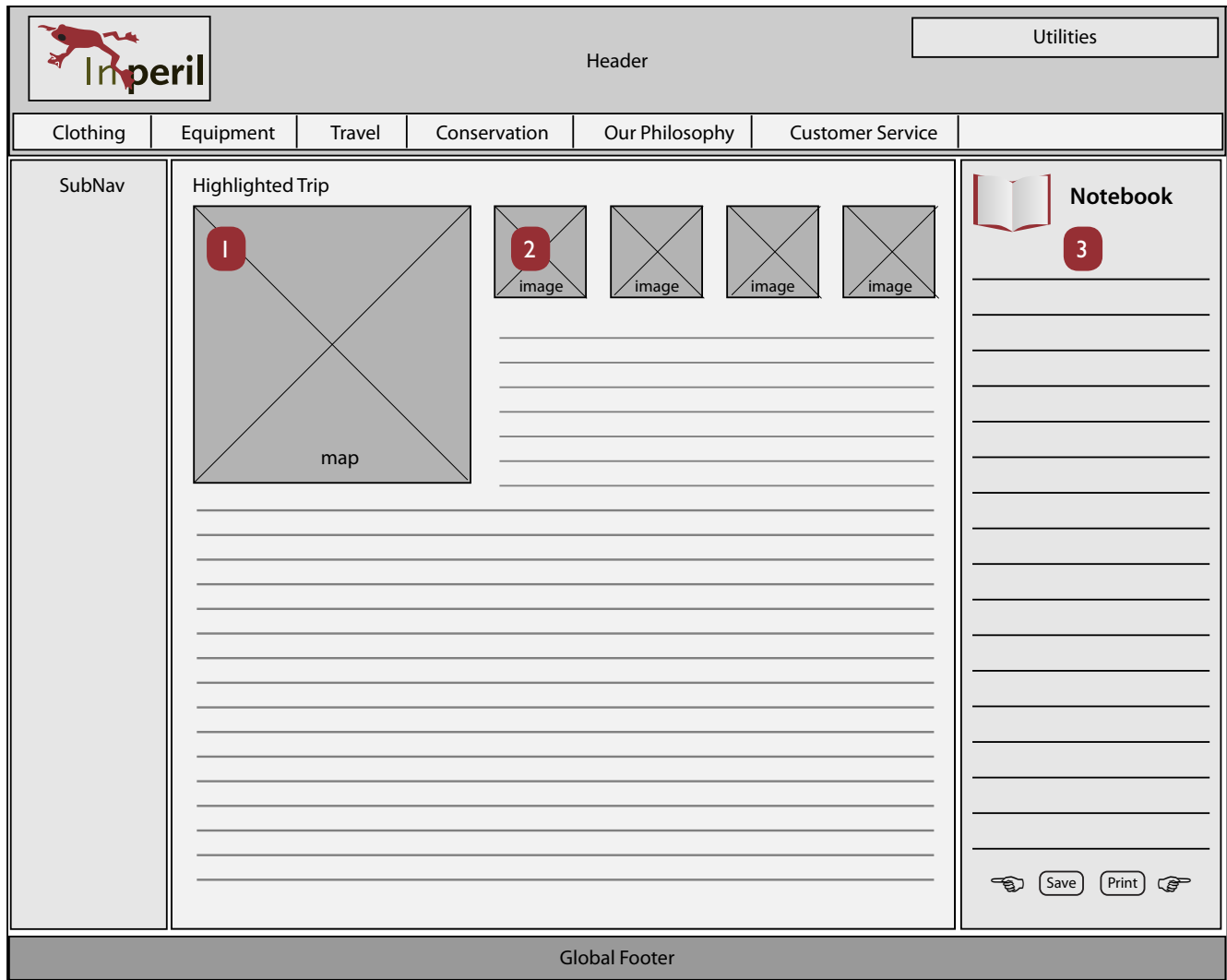
1. Highlighted Product: This would show the currently highlighted product in this category. For example, a men's shirt if the user was searching for shirts. This area would change as the user browsed through the site.
2. Suggested Alternatives: These sections would show other similar items based on what item is being shown in the Highlighted Product section. For example, other shirts with similar attributes (i.e. short sleeves, light weight...).



Notes:

1. The Review Queue is a site feature that allows users to add different items to their "queue" so they may see them side-by-side and compare their features, prices, etc.
2. Image of the item.
3. Item's information / description.
4. Checkbox to add the item to the user's shopping cart.
5. Checkbox to remove the item from the Review Queue.


Wireframes: Travel Pages



Notes:

1. Map of the area that the featured trip will go.
2. Smaller images highlighting the activities, accommodations, etc that will be a part of the featured trip.
3. The Notebook feature allows users to take notes about the trip they are viewing. The Notebook can be saved in their account and printed for future reference.

Wireframes: Account Page / Shopping Cart-Checkout



Header

Utilities

Clothing | Equipment | Travel | Conservation | Our Philosophy | Customer Service

Sign In **1**

Name / Email Address

Password

Submit

Create an Account

Name

Email Address

Password

Confirm Password

Submit

Checkout **2**

Subtotal : \$XX.XX
Shipping (est) : \$ X.XX

TOTAL : \$XX.XX

Shipping Address **3**

Name

Address 1

Address 2

City State Zip Code

Payment Information

AMEX Visa Mastercard

Card Name

Card Number ID # Expire Date

Billing Address

Name

Address 1

Address 2

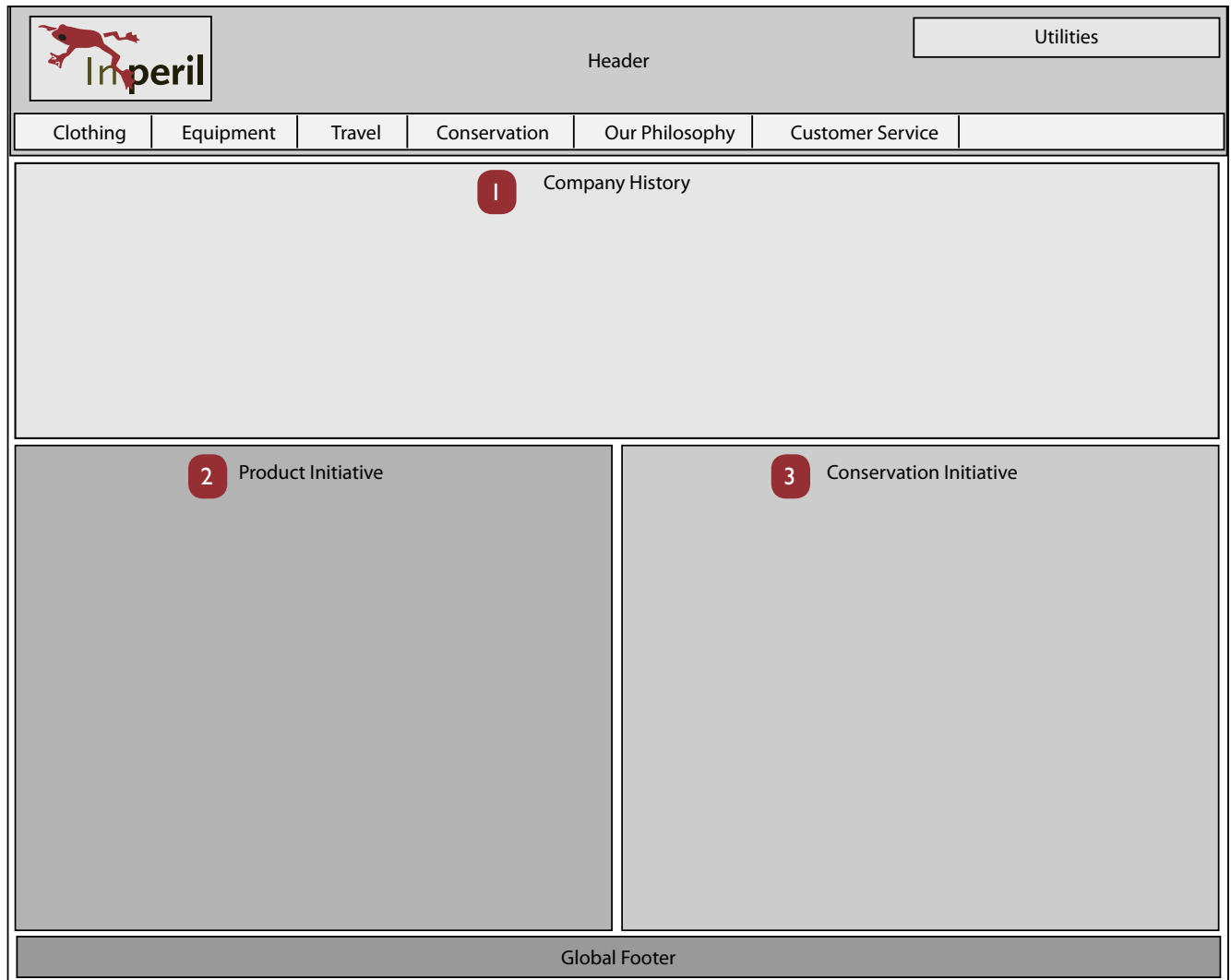
City State Zip Code

Submit

Global Footer

Notes:


1. This area allows users to either sign in to an existing account or create a new account.
2. Checkout area, listing all the current items in the user's Shopping Cart.
3. Shipping and payment information area for the current order.



Notes:


1. Company history: A brief history of the company and its general goals. This could also feature occasional letters from InPeril to its customers, highlighting current projects and achievements of the InPeril culture.
2. Product Initiatives: This section would highlight InPeril's policy about giving a percentage of all sales to conservation efforts.
3. Conservation Initiative: This section would explain InPeril's commitment to animal and environmental conservation, citing some of the specific efforts of the past, present and future.

Browser address bar: <http://www.inperil.com> | Search | Account Login



Navigation: Clothing | Equipment | Travel | Conservation | Our Philosophy | Customer Service

Men's Cotton Tee's - \$15



Our Cotton Tee's are cut to fit comfortably whether you are hiking a canyon, sailing through the waves or just lounging at a backyard barbeque. Classic lines allow you to be casual or a little bit dressier when paired with the right jacket.


- Made from organic cotton
- Free trade farmed & harvested
- Sizes (men's): XL, L, M, S
- Available colors: maroon, yellow, midnight blue, green

Animal Conservation




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Paddling Dry Top
Durable, water tight and resists fading, so you'll have years of good protection that looks good too.



Scaling Pants
Ergonomically cut to flow with your moves whether climbing or repelling, these pants are the way to go.



Tree Frog Cycling Shirt
Look good while supporting our habitat efforts in Costa Rica.

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http://www.inperil.com/clothing/men.html

Search Account Login

Inperil

[Clothing](#) | [Equipment](#) | [Travel](#) | [Conservation](#) | [Our Philosophy](#) | [Customer Service](#)

[Men's](#)
[Women's](#)
[Children's](#)

Paddling Dry Top - \$85

Our dry top paddling jacket is durable, water tight and resists fading in the sun. Velcro at the wrists and neckline ensure a comfortable fit that will keep the water out and the drawstring waist will make sure you stay dry as well.

- Sizes (men's): S, M, L, XL
- Available colors: red, yellow, teal, green, black

Add to Cart

Add to Queue

Kayak Pants
Stay as dry below your waist even if you have to bail in a Class V rapid.

Neoprene Wetsuit
Sleeveless unibody wetsuit allows full arm rotation for paddling or diving.

Zip Wetsuit
More convenient than our traditional wetsuit, 2 zippers make it easy to answer the call when it comes.

Drysuit
It's a dry suit... enough said. Perfect for all cold water sports, no matter how wet it is, you're dry as bone.


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http://www.inperil.com/reviewQueue.html

Search Account Login

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Review Queue




Paddling Dry Top

Our dry top paddling jacket is durable, water tight and resists fading in the sun. Velcro at the wrists and neckline ensure a comfortable fit that will keep the water out and the drawstring waist will make sure you stay dry as well.

- Sizes (men's): S, M, L, XL
- Available colors: red, yellow, teal, green, black

\$85

[Add to Cart](#) [Remove from Queue](#)




Drysuit

Full body drysuit with easy open seal that closes tightly and helps to keep you dry no matter how wet you get. Great for cold water sports.

- Sizes (men's) S, M, L, XL

\$150

[Add to Cart](#) [Remove from Queue](#)



Kayak Pants

Stay dry below waist even if you have to bail in a Class V rapid. Drawstring waist helps these pants fit snugly and securely while keeping the water out.

- Sizes (men's) S, M, L, XL

\$75

[Add to Cart](#) [Remove from Queue](#)

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Browser address bar: <http://www.inperil.com/travel/latinAmerica/monteverde.html> | Search: | Account Login



Navigation: [Clothing](#) | [Equipment](#) | [Travel](#) | [Conservation](#) | [Our Philosophy](#) | [Customer Service](#)

Destination: [North America](#) | [Latin America](#) | [South America](#) | [Africa](#) | [Asia/Oceania](#)

Terrain: [Activity](#) | [Conservation Project](#)

Monteverde Cloud Forest Preserve






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Notebook

Save | Print


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Browser address bar: <http://www.inperil.com/backpackBuddy.html> | Search | Account Login



Navigation: Clothing | Equipment | Travel | Conservation | Our Philosophy | Customer Service

Backpack Buddy Trip Details



Terrain

- Mountains
- Forest
- Desert
- Lake / Ocean

Activities

- Camping
- Hiking
- Bouldering
- Canyoning
- Bird Watching
- Cycling
- Sea Kayaking
- Whitewater Kayaking
- Whitewater Canoeing
- Blackwater Canoeing
- Water Sports
- Swimming
- Diving
- Snorkeling
- Climbing
- Spelunking

Season

- Winter
- Spring
- Summer
- Autumn

Expected Weather


- Warm
- Hot
- Cold
- Below Zero
- Rain
- Snow

Packing List

- hiking boots
- hiking socks
- hat
- t-shirts
- shorts
- sandals / shoes
- tent
- camping stove
- sleeping bag
- sleeping mat
- camping stool / chair
- sun screen
- first aid kit
- bug repelent
- flashlight
- kayak
- spray skirt
- swim trunks
- wet suit
- paddle
- wetsuit booties
- PFD - life jacket
- whitewater helmut
- paddling gloves
- rope
- emergency throw line
- dry bag(s)

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Browser: http://www.inperil.com | Search | Account Login



Navigation: Clothing | Equipment | Travel | Conservation | Our Philosophy | Customer Service

Sign In

Name / Email Address

Password

Submit

Create an Account

Name

Email Address

Password

Confirm Password

Submit

Checkout

- Paddling Dry Top \$85.00
- Dry Suit \$150.00
- Kayak Pants \$75.00

Subtotal: \$310.00
Shipping (est): \$15.00

TOTAL: \$325.00

Shipping Address

Name

Address 1

Address 2

City State Zip

Payment Information

AMEX Visa Mastercard

Card Name

Card Number ID# Expires

Billing Address

Name

Address 1

Address 2

City State Zip

Submit

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http://www.inperil.com/ourPhilosophy.html

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Animal Conservation



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Environmental Conservation



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Sample Mobile Pages: Smartphone - Homepage / Travel subpage



Homepage

The mobile version of the site would employ iconic buttons rather than the text-style buttons of the website, making it easier to select. These buttons would only include icons for: Clothing; Equipment; Travel; Backpack Buddy; and the Shopping Cart.

Along with this simplified navigation system, the Homepage would show the Featured Item initially.

Travel page

The Travel page's layout would be more vertical, taking advantage of the smartphone's screen dimensions. Images could be clicked on to show them larger, but would initially be shown as thumbnails, allowing more room to be given to the trips descriptive text.



Backpack Buddy Screens

The mobile version of the Backpack Buddy pages will be split onto two separate pages, making it easier to fill out the selections. This tool would be especially useful on a mobile platform since the user would be able to easily consult the packing list while preparing for their excursion.