

CRUY

Process Book

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What?

It is a comprehensive climbing app designed for both experienced and unexperienced climbers. It serves as a one-stop platform to enhance the climbing experience, connecting climbers, providing valuable information, and fostering a supportive community.

Why?

Creating a climbing app has the potential to not only cater to the immediate needs of climbers but also contribute to the growth and cohesion of the climbing community.

How?

By having features that cater to the community around the climber, the app will allow for personal growth while also allowing for a wide range for climbers to reap the benefits of climbing and the community.

Mission

Empowering climbers worldwide, our app is dedicated to fostering a thriving community, enhancing skills, and promoting safety in the vertical realm. Through innovative technology and comprehensive resources, we aim to inspire, educate, and connect climbers of all levels, enabling them to progress in their climbing journey while fostering a welcoming and encouraging community.

Research

User Persona



Anxious Starter (Gumby)

Bio

Young and just about to leave college, Bonnie recently developed an interest in climbing and fitness. Having led a relatively sedentary lifestyle, she is eager to embark on a journey towards a healthier and more active way of living. With little to no prior experience in climbing, Bonnie is nervous to explore this exhilarating indoor activity.

Needs

A climbing app that caters specifically to beginners, providing step-by-step guides on climbing techniques, safety protocols, and easy-to-follow workout plans

Pains

Struggle with navigating the app

Slow loading times or difficulty accessing certain features

Overwhelmed by excessive notifications

Goals

Tracking progress and celebrating small achievements

Learn fundamental climbing skills

Websites



Mobile Apps



Fitness



Introvert

Extrovert



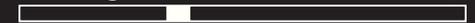
Sensing

Intuition



Thinking

Feeling



Judging

Perceiving



Bonnie Clyde

Age: 21 years old

Gender: Female

Pronouns: She/her/hers

Location: Austin, TX

Education: Degree in progress

Job: Student

User Persona



Peter Mitchell

Age: 30 years old

Gender: Male

Pronouns: He/him/his

Location: Seattle, WA

Education: Masters degree

Job: Nutritionist

Fitness Finatic

Bio

Peter recently decided to step out of his comfort zone and explore the world of climbing. Intrigued by the physical and mental challenges climbing presents, Peter eagerly took his first indoor climbing class and discovered a newfound passion for the sport. Peter is excited about the prospect of building strength, conquering fears, and meeting like-minded individuals who share her interest in this dynamic and empowering activity.

Needs

Seeks a climbing app that provides clear instructional content on essential climbing techniques and exercises

Pains

Lack of a clear path for beginners

The absence of a comprehensive resource and a supportive community

Struggles with finding reliable information about safety practices and proper equipment usage

Goals

Track his fitness progress

Meet new people

Websites



Mobile Apps



Fitness



Introvert

Extrovert



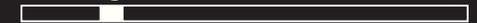
Sensing

Intuition



Thinking

Feeling



Judging

Perceiving



User Persona



Former Team Kid

Bio

Riley is a former competitive climber. Having been a part of a climbing team throughout her youth, Riley possesses a strong foundation in climbing techniques and a deep love for the sport. Now working in a demanding corporate environment, Riley is determined to reintegrate climbing into her life to maintain a healthy work-life balance and reignite her passion for the vertical world.

Needs

Allows her to connect with fellow climbers, especially those who share her competitive background, and maintain a training regimen

Pains

Misses the community of climbing team

Limited Access to Local Events

absence of content tailored to her skill level

Goals

Track fitness progress

Start competing

Strengthen mental training

Websites



Mobile Apps



Fitness



Introvert

Extrovert



Sensing

Intuition



Thinking

Feeling



Judging

Perceiving



Riley Smith

Age: 24 years old

Gender: Non-Binary

Pronouns: They/Them/Their

Location: Boulder, CO

Education: Bachelors degree

Job: Pilates Instructor

User Persona



Elizabeth O'Connor

Age: 36 years old

Gender: Female

Pronouns: She/Her/Hers

Location: Minneapolis, MN

Education: Masters degree

Job: Teacher

Soccer Mom goes Climbing

Bio

Elizabeth is mother of two young children. Elizabeth values family time and is passionate about introducing her kids to an active and adventurous lifestyle. While she may be relatively new to climbing, Elizabeth sees it as an excellent opportunity to bond with her family. Safety is a top priority for her, and she wants to ensure that the climbing areas they choose are family-friendly.

Needs

Provides information on family-friendly climbing spots, easy routes suitable for children, and safety guidelines for climbing with kids. She also values features that allow her to schedule climbing outings with other families in the area

Pains

Safety Concerns for Climbing with Kids

Difficulty in Connecting with Other Climbing Families

Lack of Family-Focused Community Support

Goals

Access to Comprehensive Safety Guidelines

Building a Supportive Family Climbing Community

Websites



Mobile Apps

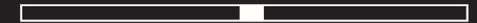


Fitness



Introvert

Extrovert



Sensing

Intuition



Thinking

Feeling



Judging

Perceiving



Competative Analysis

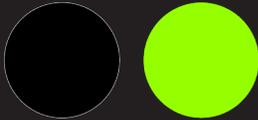
Kaya

Competitive Overview

App Icon:



Color Pallet:



Mission:

"Made by climbers for climbers, we are changing the sport of climbing by connecting the people behind each attempt, on every climb"

Visual Language:

- Minimal
- Dark
- Sleek

Features:

- Beta Videos
- Gym Selection
- Calendar
- Outside Climbs
- Rate the Climb
- Profile
- Log Book

Outcomes:

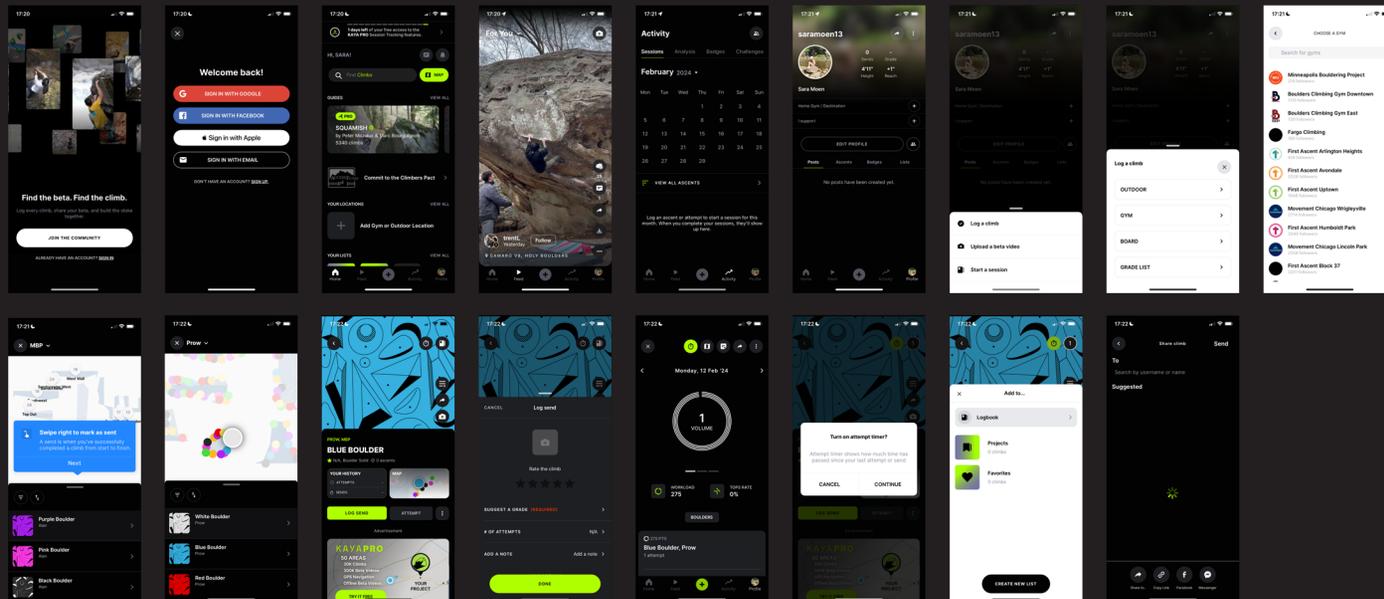
- Documentation
- Project Tracking

Positive Findings:

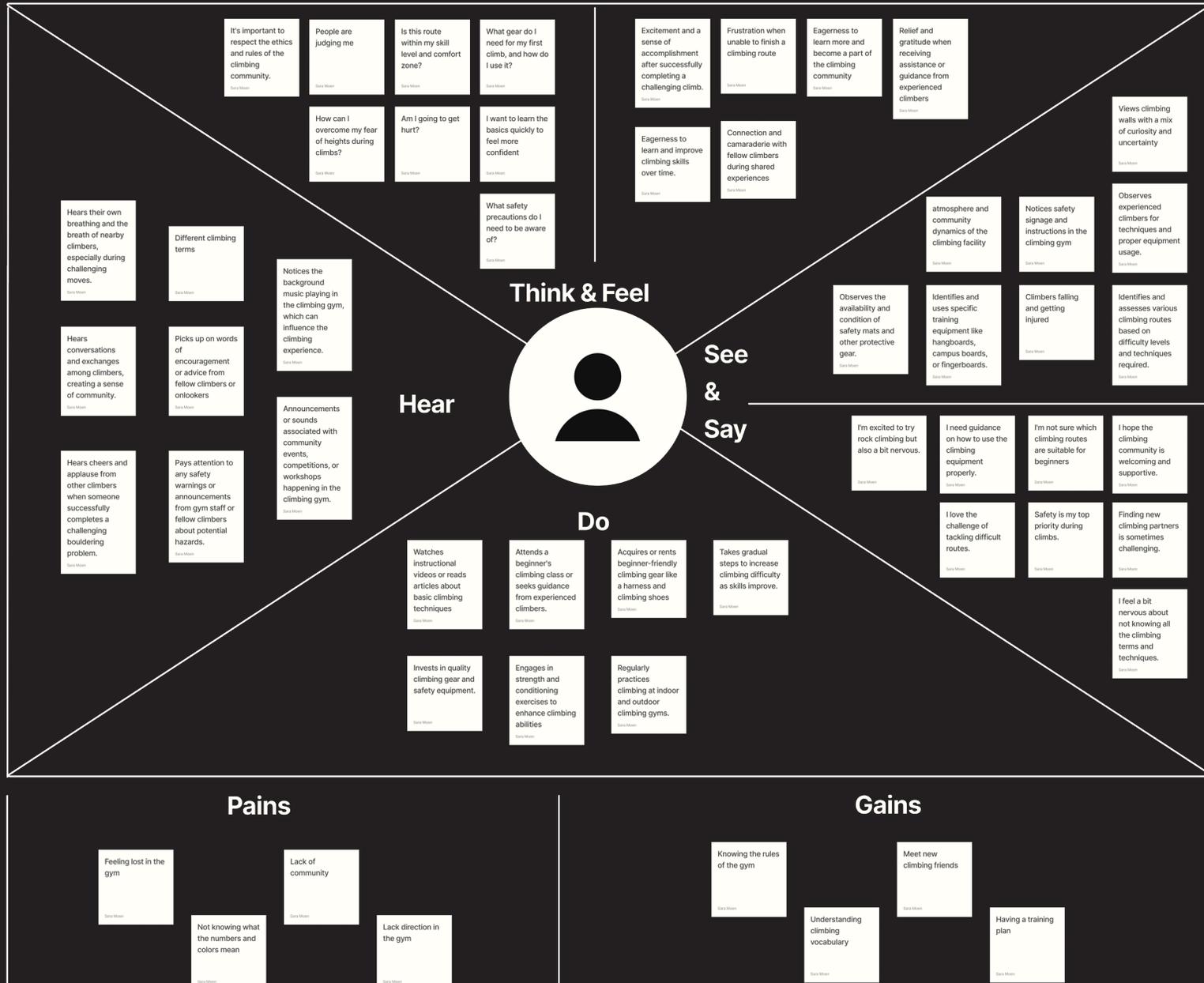
- Grade Suggestion
- Logbook
- Profiles
- Easy profile creation

Negative Findings:

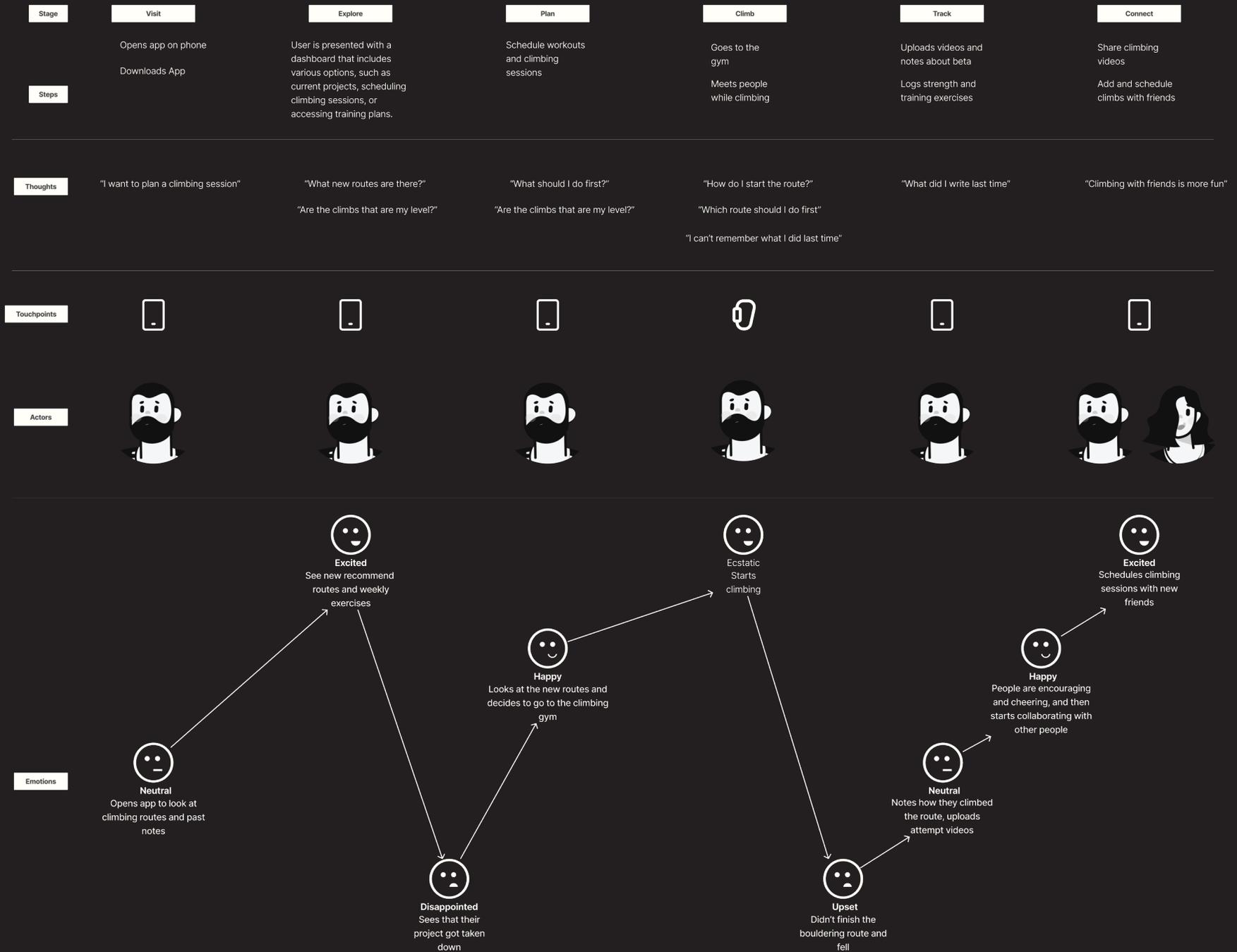
- Paid
- Lack of legibility
- Overstimulating map
- lack of instrinstructions



Empathy Map



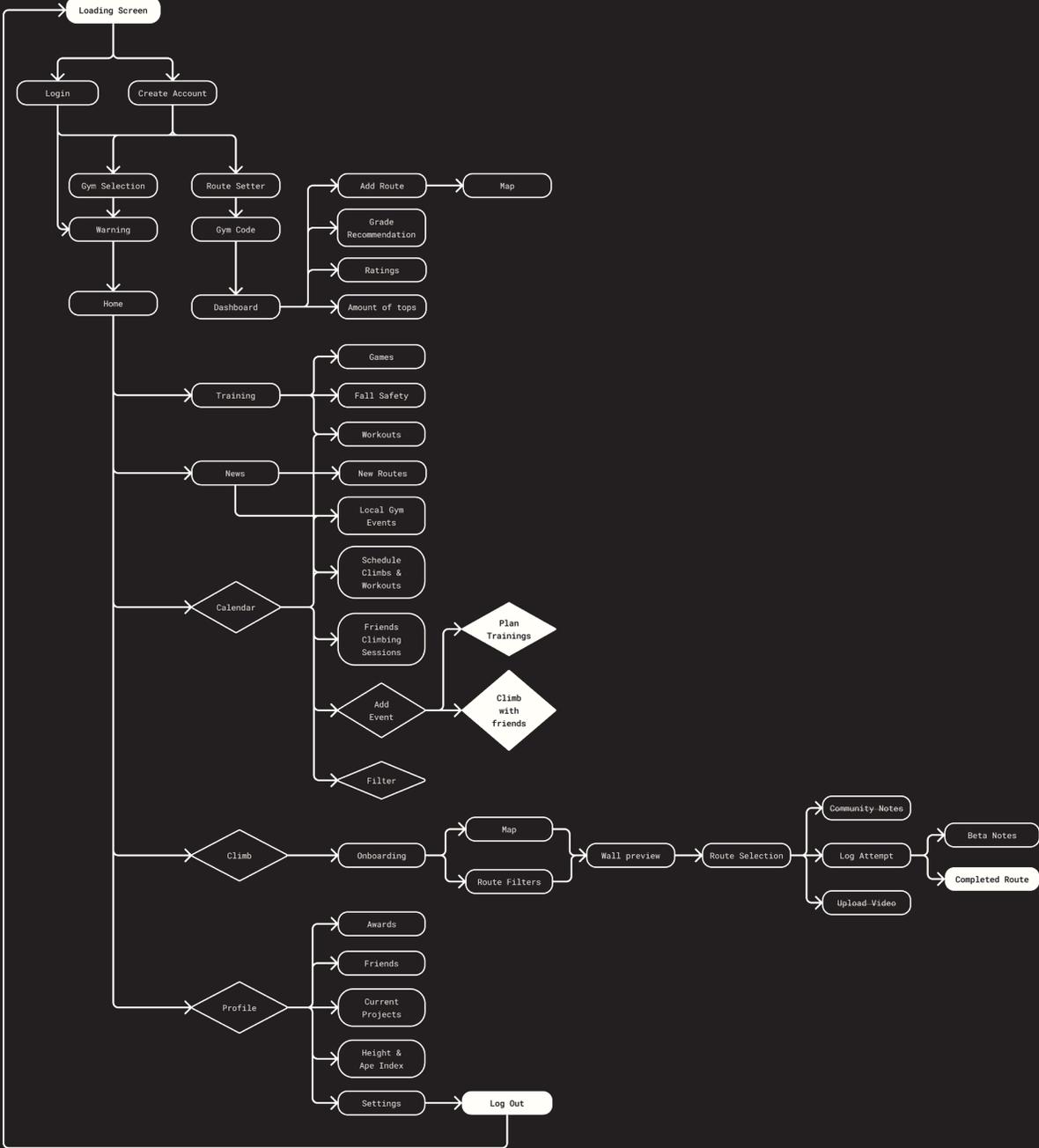
User Journey



Affinity Map



Flow Chart



Brand System

Logo Ideation

CRUX

CRUX



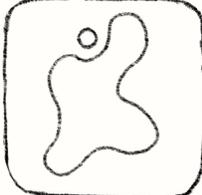
CR
UX



(unity)



(peak)



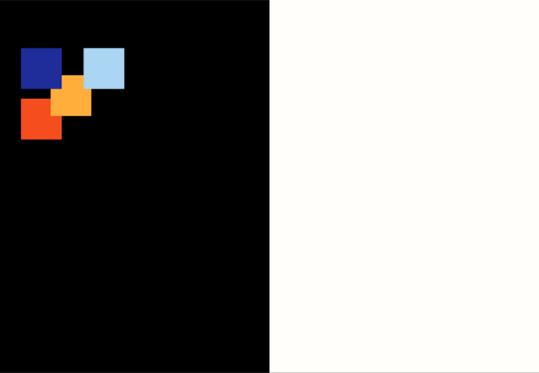
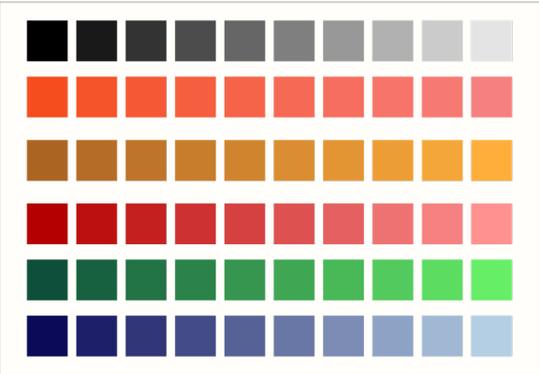
CRUX



R LUX



Logo Ideation



CRUX



CRUX



CRUX

CRUX

CRUX
CRUX



Primary Logo

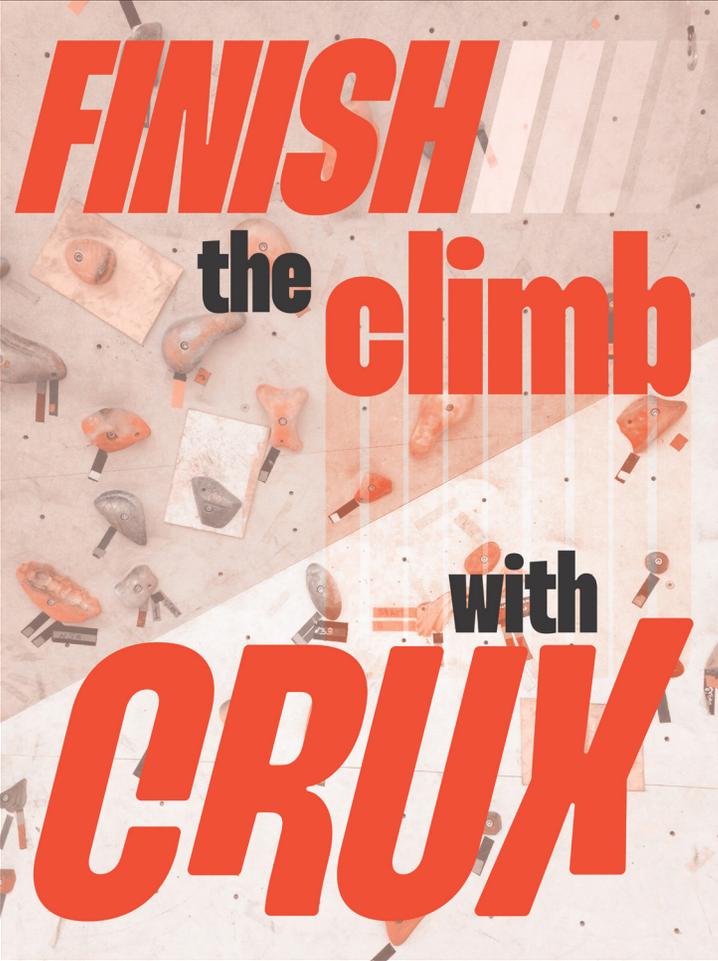
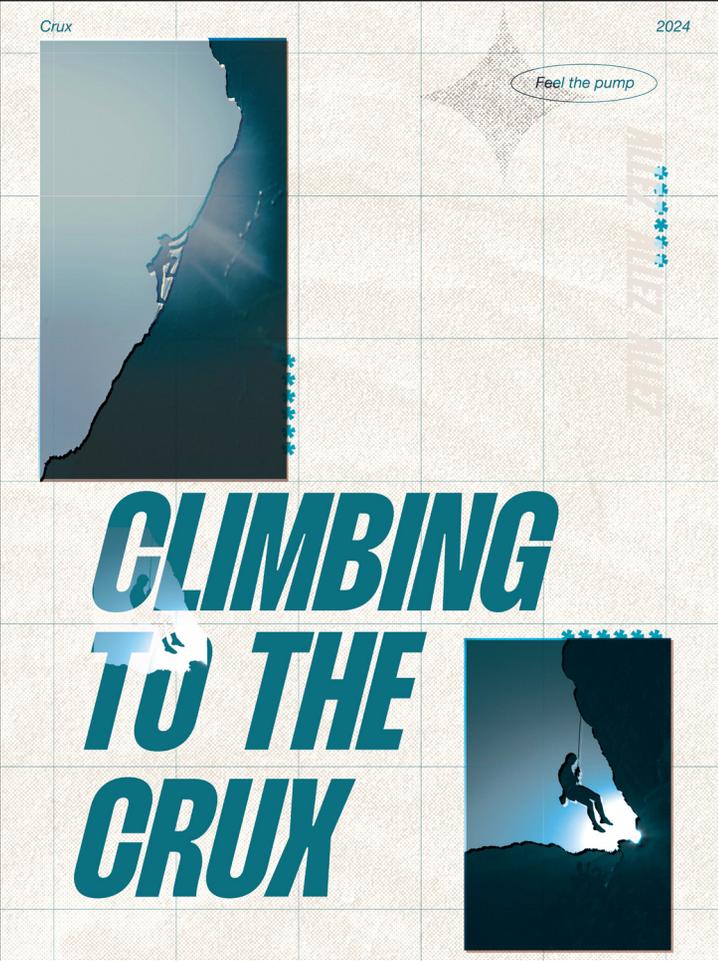
CRUZY

Secondary Logos

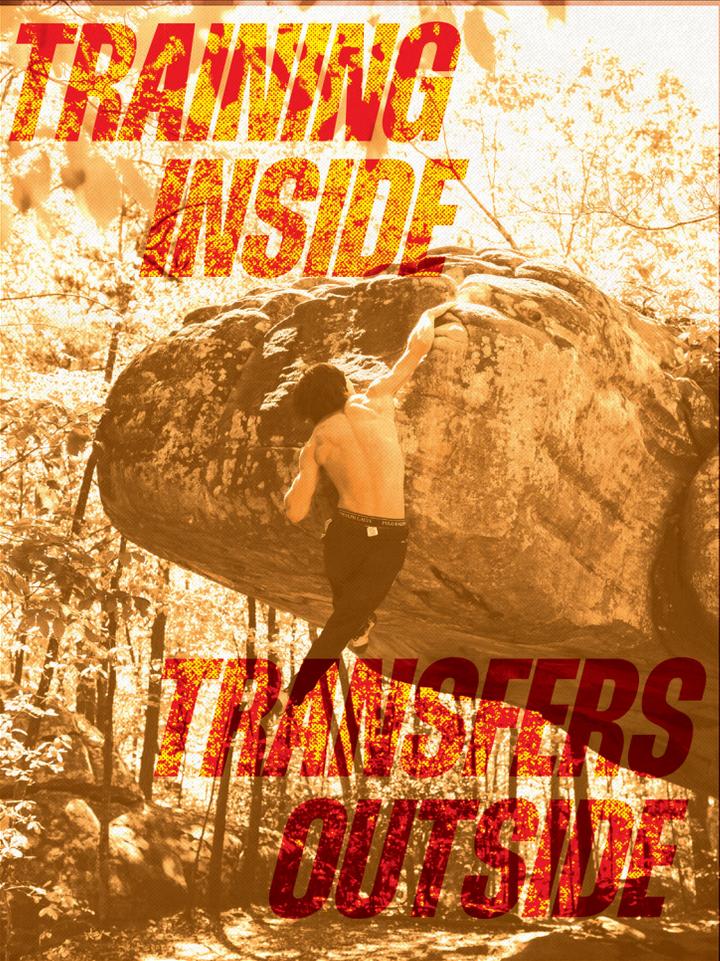
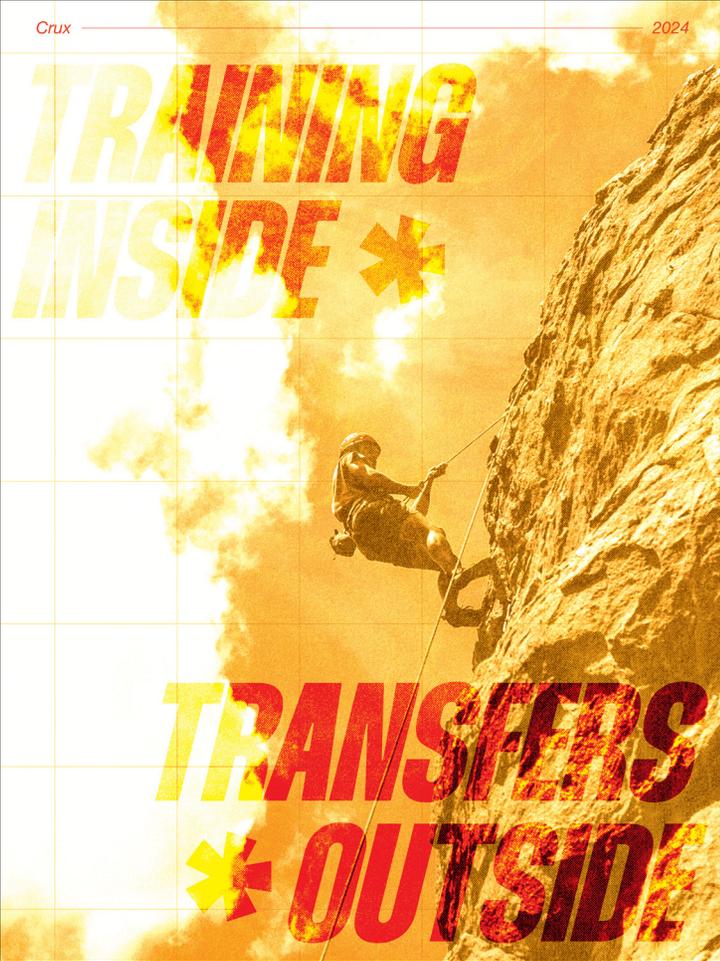
CRUX

EX

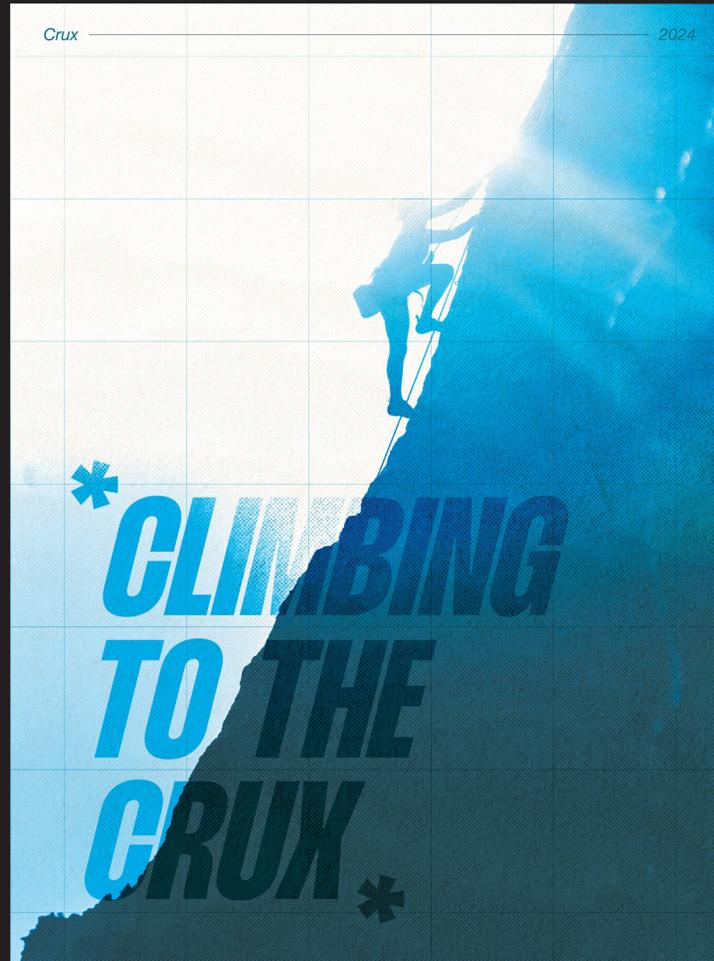
Poster Ideation



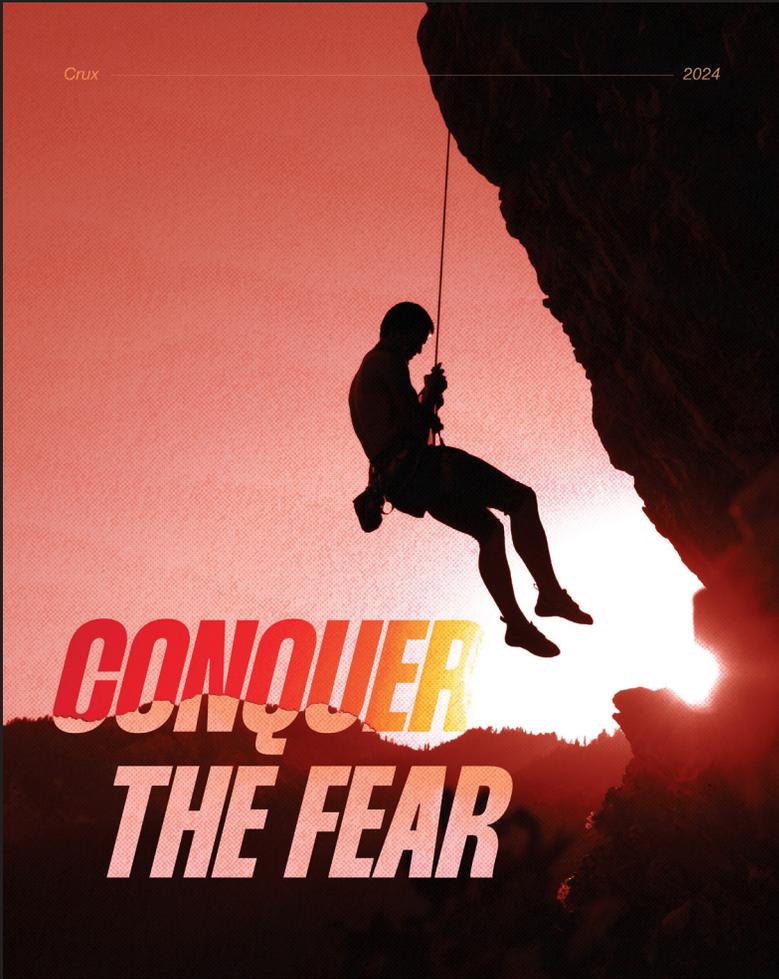
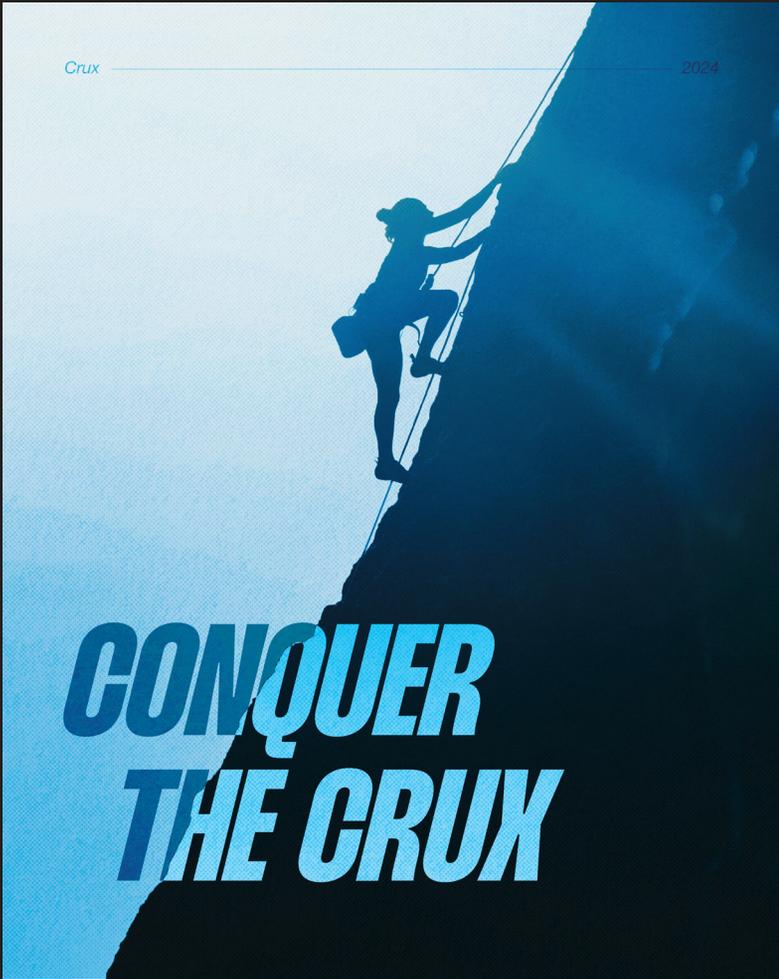
Poster Ideation



Poster Ideation



Posters



Heading Font

Thunder Bold LC

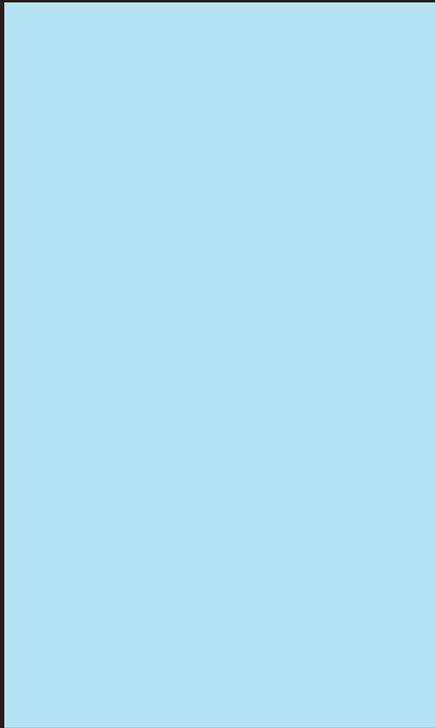
Aa Bb Cc

Body Font

Helvetica Neue

Aa Bb Cc

Color Palette



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CMYK: 27, 0, 2, 0

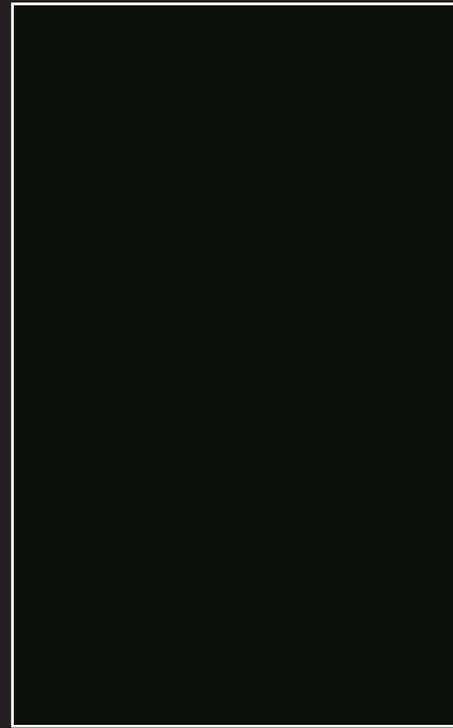
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CMYK: 0, 91, 97, 0

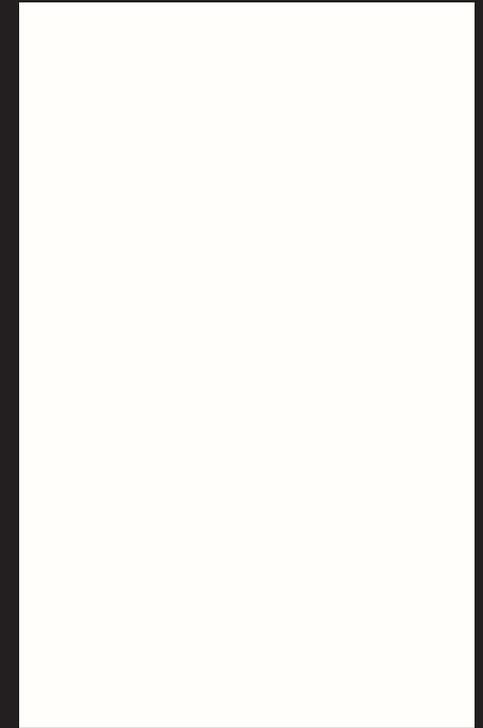
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HEX: #101011



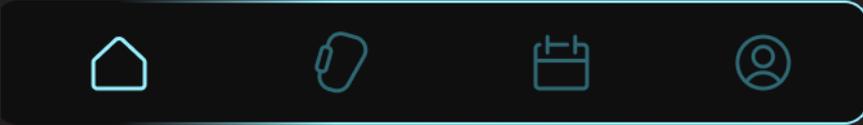
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CMYK: 0, 0, 2, 0

HEX: #FFFEF8

Brand System

search 



Button

Label

Button

× Label



< May 2024 >

Su	Mo	Tu	We	Th	Fr	Sa
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
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Mobile App Design

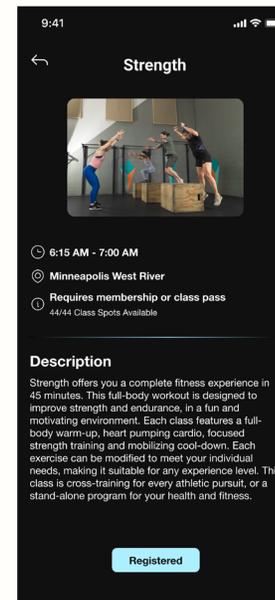
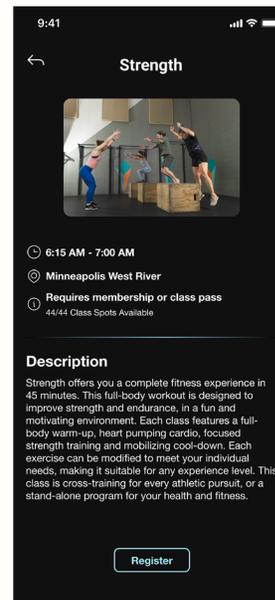
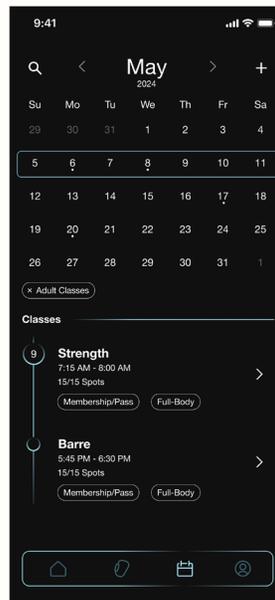
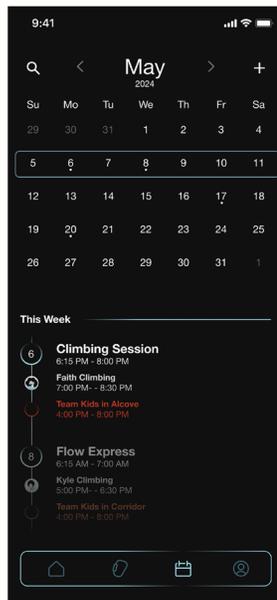
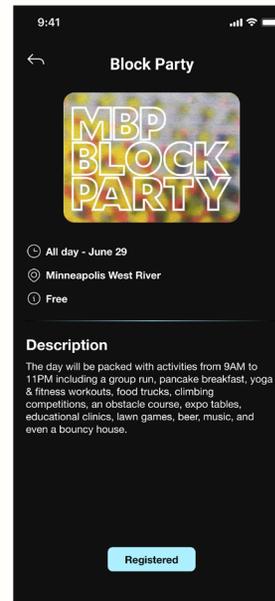
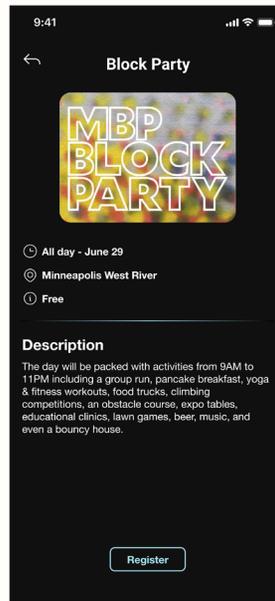
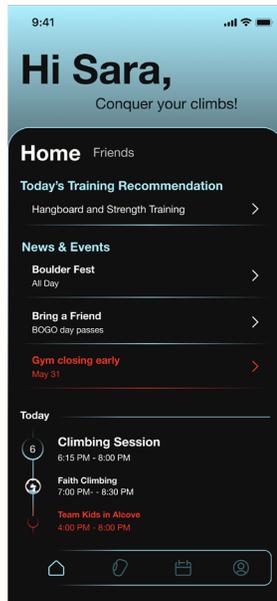
Moodboard



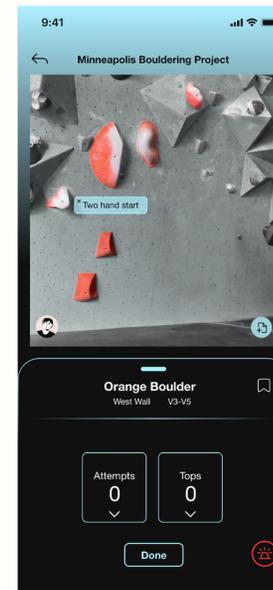
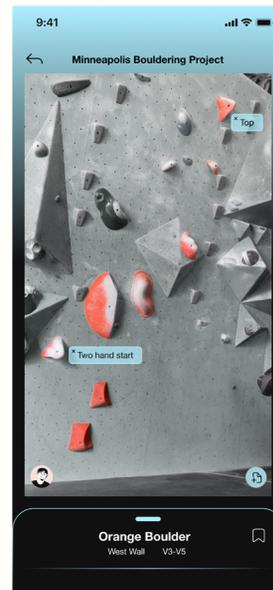
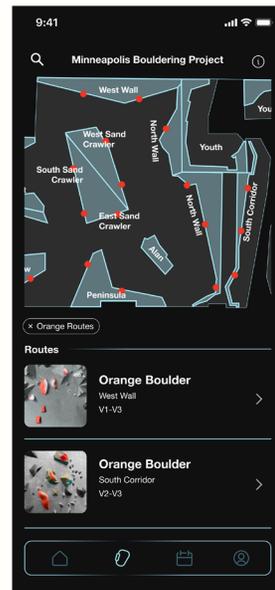
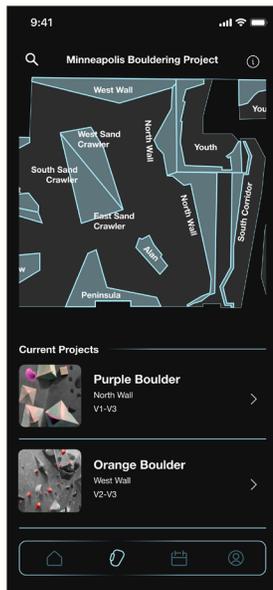
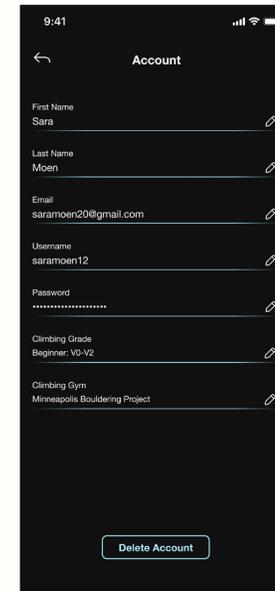
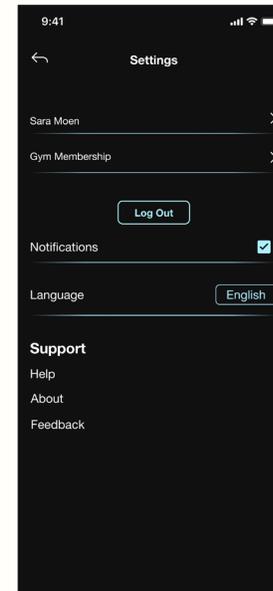
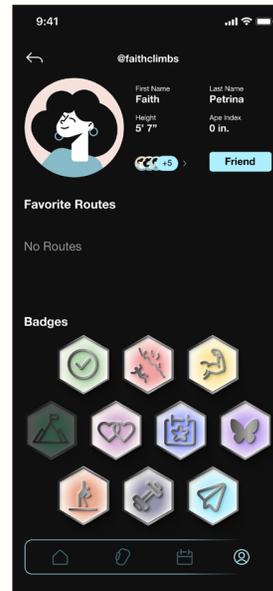
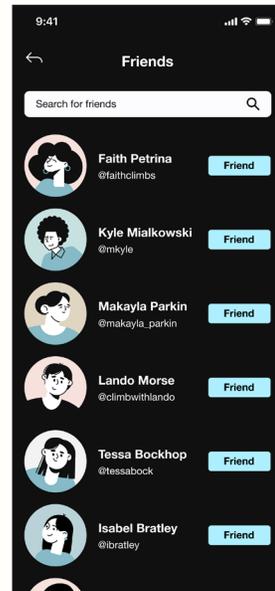
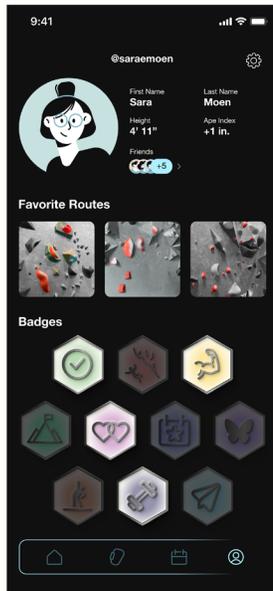
Visual design



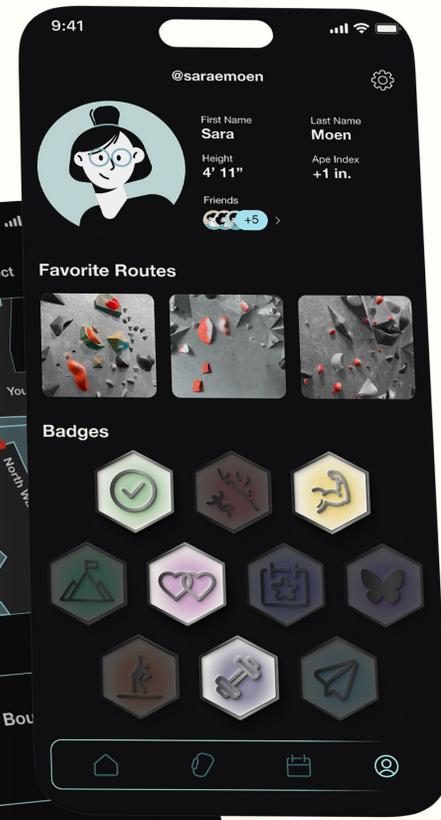
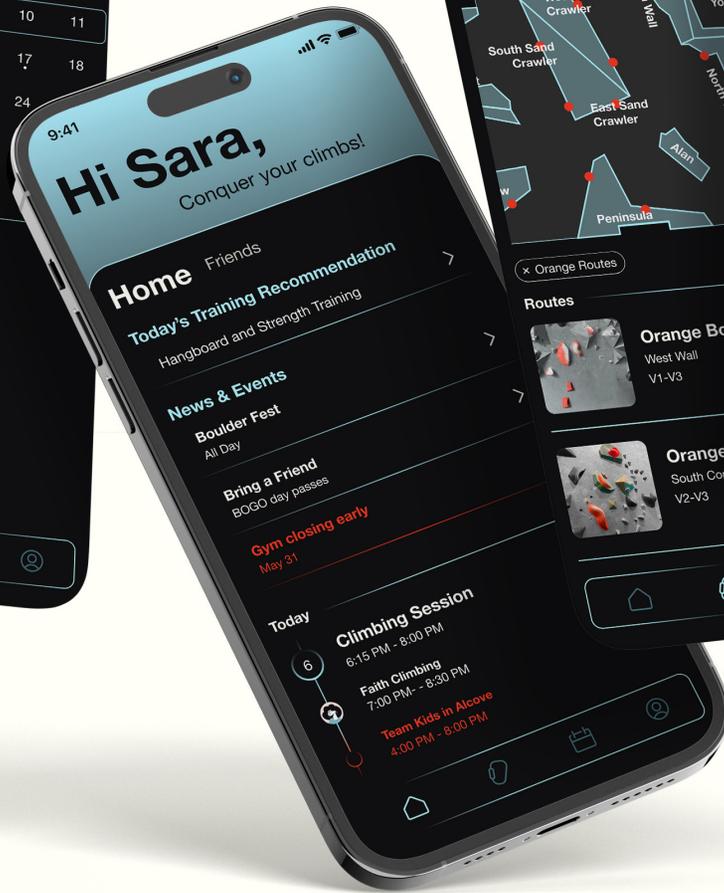
Visual design

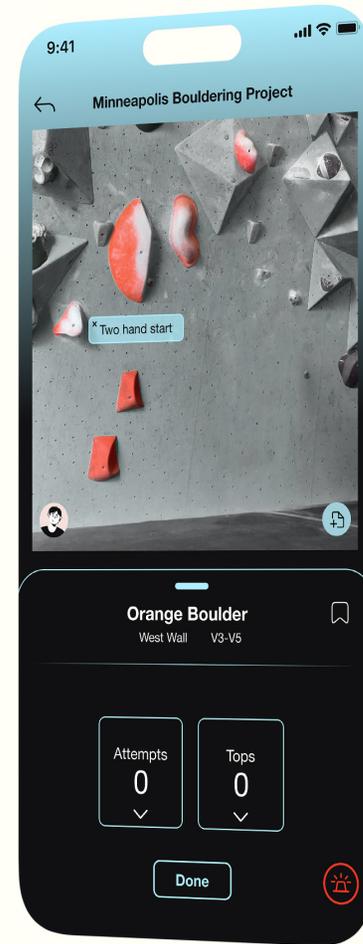
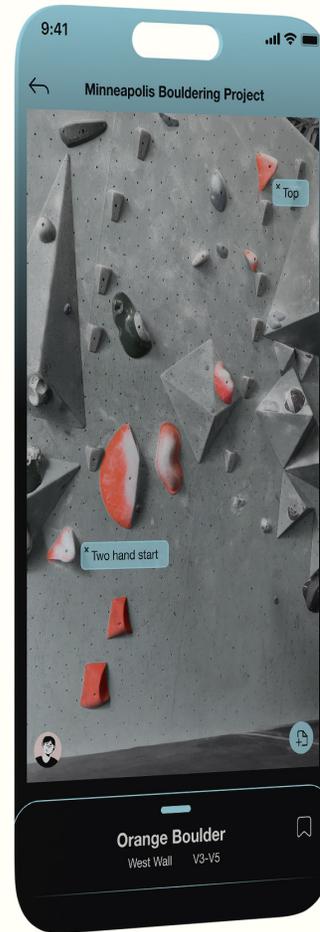
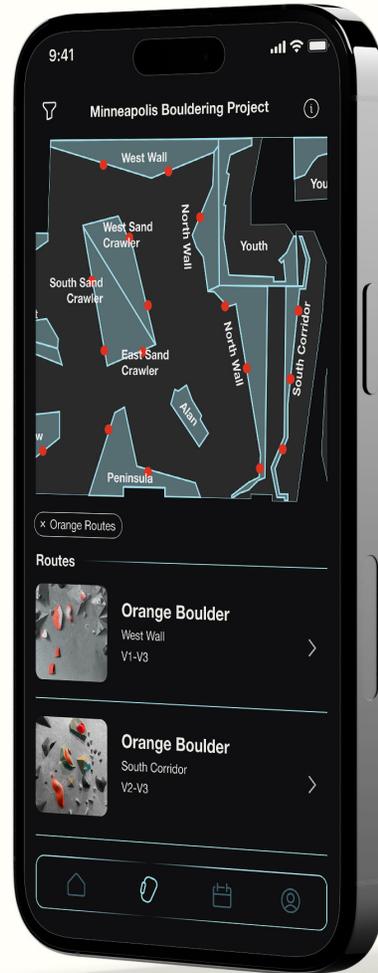
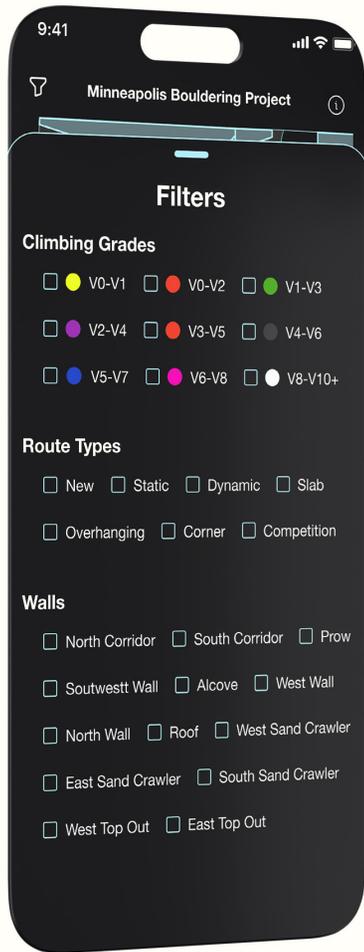


Visual design



Outcomes





CRU!

COFFEE

Crux

**CONQUER
THE CRUX**



CRUX

conquer the climb

Sara Moen

Graphic, Web, and UX Design

 +1 (952) 297-2171

 saramoen20@gmail.com

 saramoen.com





To
John Smith
123 Somewhere St., Any City
+000 (123) 456-7890

Date
May 3, 2024

Dear John Smith,

A letterhead template is a ready-to-use formal document containing information about your company, with space for a personalized message. These assist in aligning your brand with all correspondence between potential customers, vendors, buyers, and clients.

Letterheads contain information about the company or organization in the form of a header – typically located at the top of the page. The title provides a brief understanding of the company and what they stand for. The most common elements to add to a letterhead are the company's name, address, logo, and background picture or pattern.

Also, letterheads may include contact information for a specific employee. This happens if the letter asks for a response or is intended for one particular department or worker rather than the entire organization.

The term "letterhead" is often used to refer to the whole sheet imprinted with such a heading. Many companies and individuals prefer to create a letterhead template in a word processor or other software application. This generally includes the same information as pre-printed stationery but without the additional costs involved.

Sincerely,
Smoen
Sara Moen
Founder



 crux.saramoen.com
 saramoen20@gmail.com

