



# TRAIL HEAD

FIND YOUR NEXT ADVENTURE

# Overview

TrailHead is a campsite booking app designed to simplify outdoor travel planning. It solves the challenge of cluttered, outdated booking experiences with a clean, intuitive interface and a nature-inspired visual identity, making it easier for users to discover campsites, compare options, and reserve their next adventure.

Research

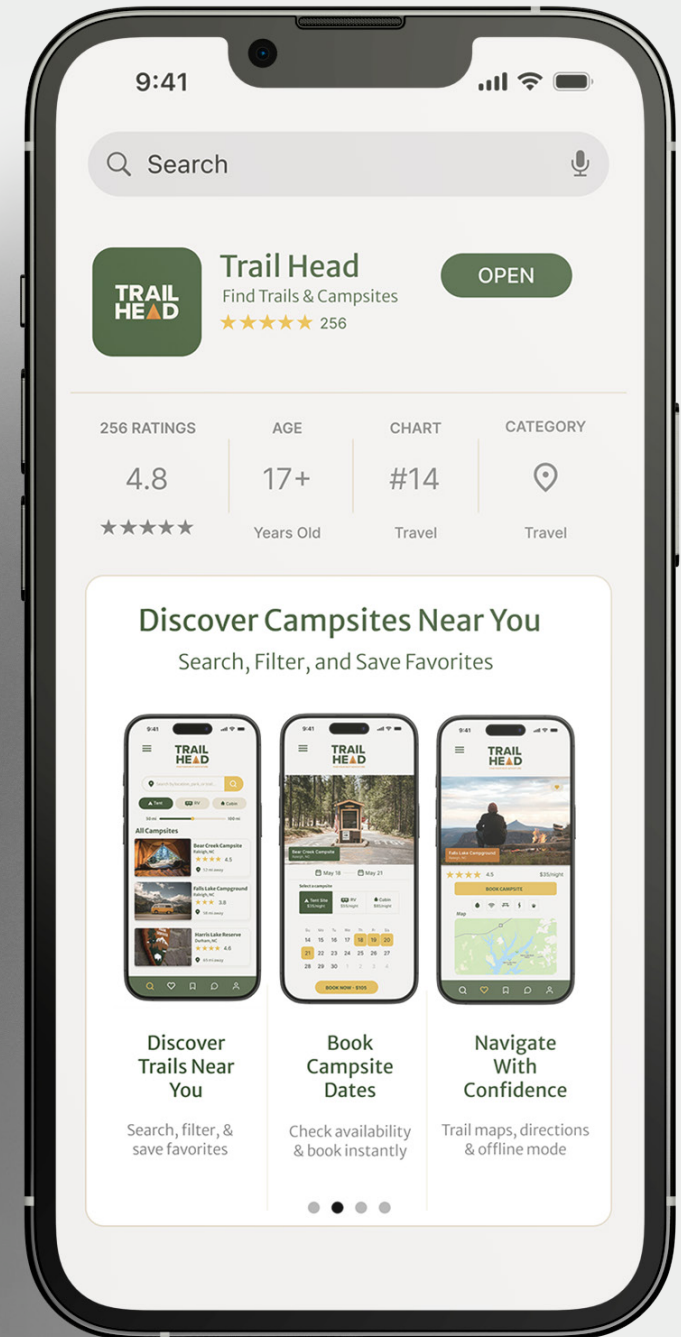
UI/UX Design

Brand Identity

Role- Brand and UI Designer

Deliverables- Logo design, visual identity, mobile app screens, promotional mockups

Tools- Adobe Illustrator, Photoshop, Figma



# What is Trailhead?

“TrailHead makes it easy to **discover campsites, compare options, and book outdoor stays** without the usual hassle — all from one simple and intuitive app.

## /1 Problem

Planning a camping trip can feel overwhelming when booking platforms are cluttered, outdated, or difficult to navigate. Users often spend too much time searching for campsites, comparing details, and trying to complete reservations.

## /2 Solution

TrailHead was designed with a clean interface, simple navigation, and a nature-inspired visual system to make trip planning feel more approachable. Browsing, comparing, and booking campsites were streamlined into one clear mobile experience.

## /3 Impact

The booking experience became faster, easier, and more enjoyable with organized information, intuitive navigation, and a cohesive visual identity. TrailHead helps users plan outdoor getaways with more confidence and less frustration.



# Moodboard

The moodboard was used to guide the visual direction of TrailHead before moving into digital design. By pulling together outdoor photography, nature-inspired colors, and references tied to camping, trails, and exploration, I was able to define a brand language that feels adventurous, trustworthy, and approachable.



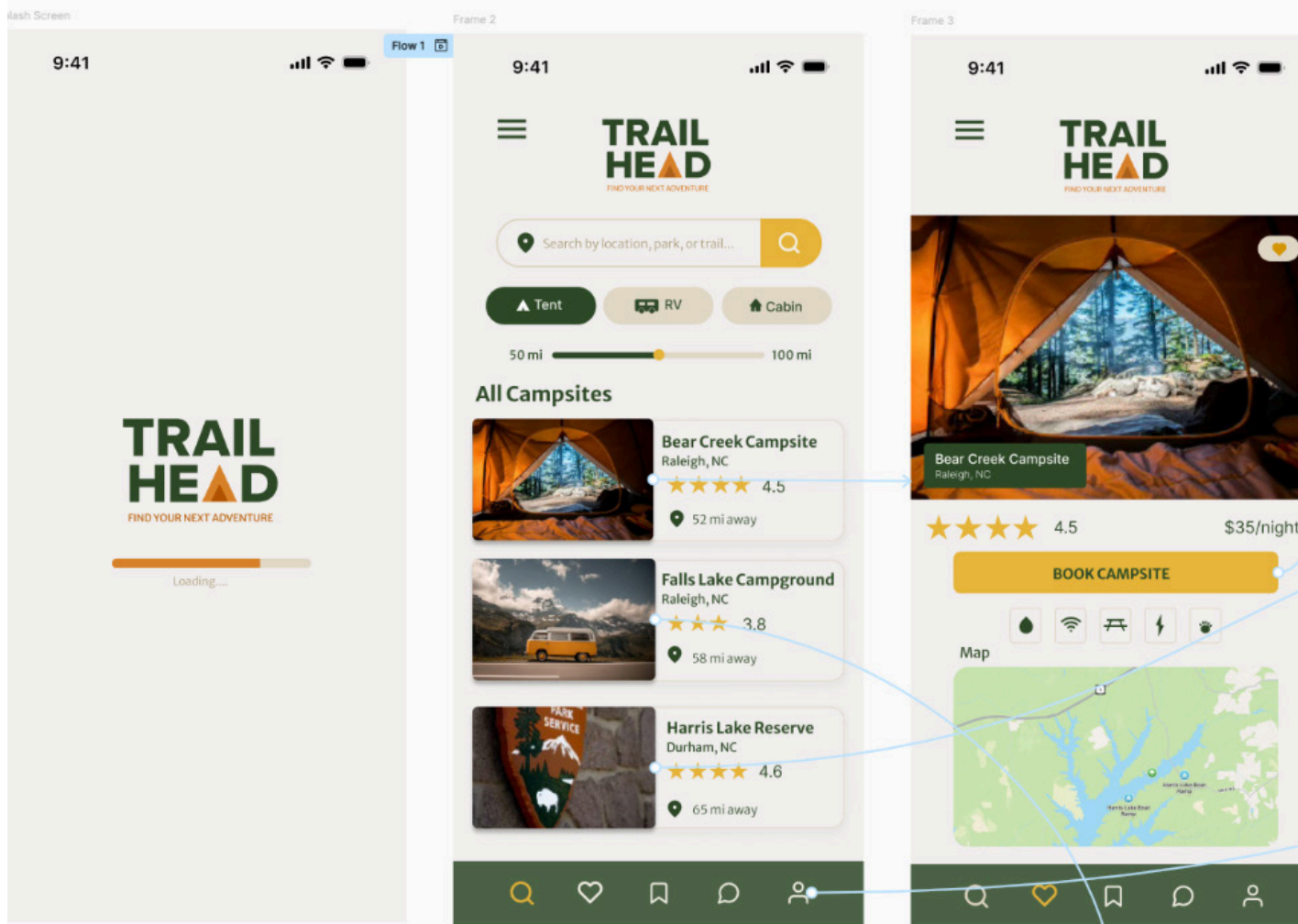
# Brand Direction

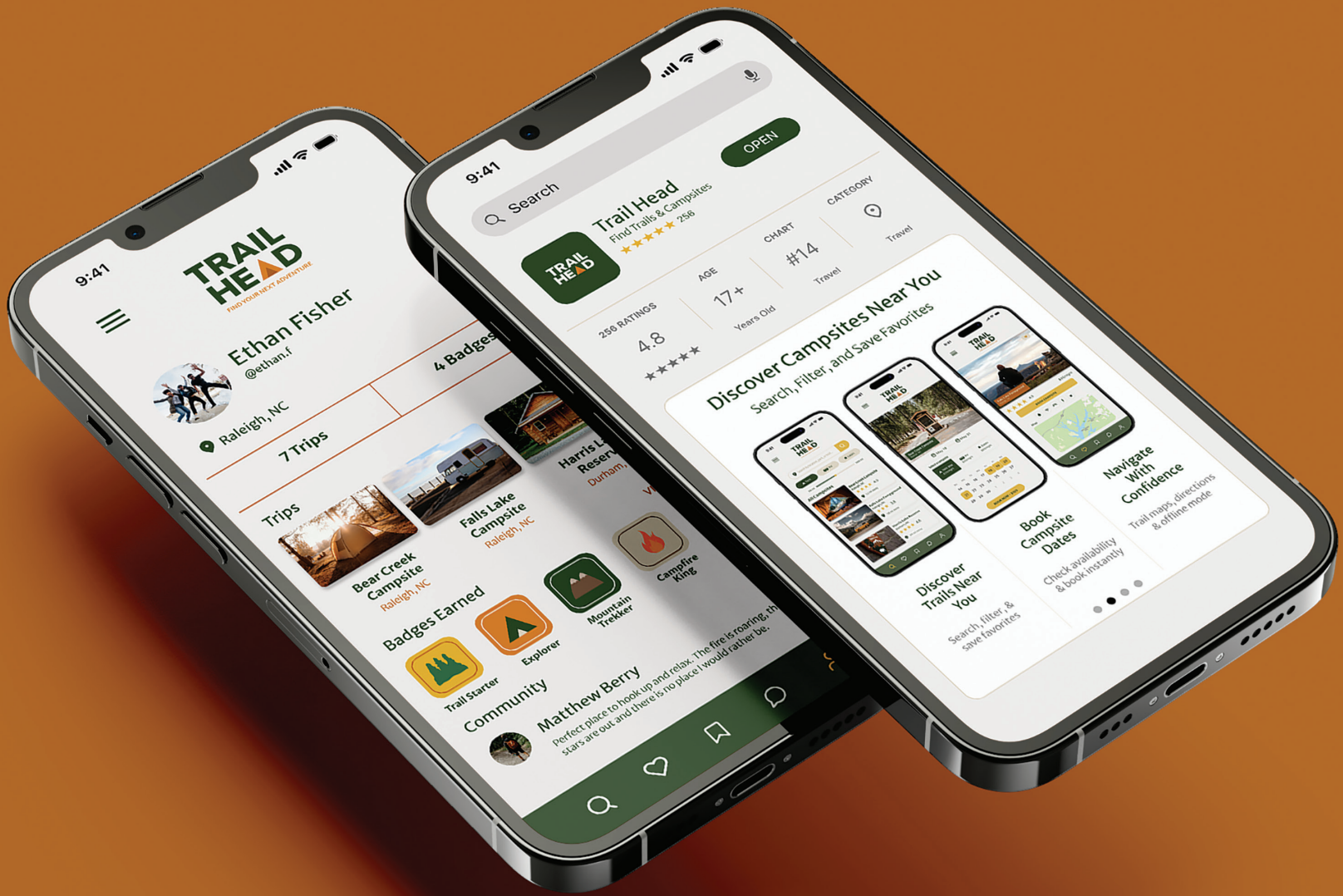
The visual direction for TrailHead was built around the idea of making outdoor travel feel adventurous, approachable, and easy to navigate. Inspired by trail markers, campsite signage, natural textures, and scenic landscapes, the brand combines earthy colors, bold shapes, and clean typography to create a look that feels both grounded and modern. The goal was to capture the spirit of exploration while keeping the experience clear, welcoming, and easy to use.



# App Experience

TrailHead was designed to simplify the campsite booking process through a clear and user-friendly mobile experience. From discovering destinations to viewing details and completing a reservation, each screen was created to feel intuitive, organized, and visually connected to the brand.





9:41

# TRAIL HEAD

Find Your Next Adventure



**Ethan Fisher**  
@ethan.f

Raleigh, NC

4 Badges

7 Trips



**Bear Creek Campsite**  
Raleigh, NC



**Falls Lake Campsite**  
Raleigh, NC



**Harris Lake Reservoir**  
Durham, NC



Trail Starter



Explorer



Mountain Trekker



Campfire King

**Community**



**Matthew Berry**

Perfect place to hook up and relax. The fire is roaring, the stars are out and there is no place I would rather be.

9:41

Search



**Trail Head**  
Find Trails & Campsites  
★★★★★ 256

OPEN

256 RATINGS

4.8

AGE

17+

Years Old

CHART

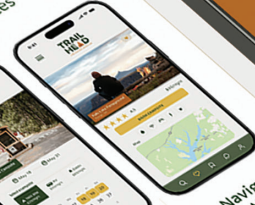
#14

Travel

CATEGORY

Travel

**Discover Campsites Near You**  
Search, filter, and Save Favorites



**Discover Trails Near You**

Search, filter, & save favorites

**Book Campsite Dates**

Check availability & book instantly

**Navigate With Confidence**

Trail maps, directions & offline mode

## Reflection/Outcome

TrailHead was designed to simplify the campsite booking process through a clear and user-friendly mobile experience. From discovering destinations to viewing details and completing a reservation, each screen was created to feel intuitive, organized, and visually connected to the brand.

## Key Takeaways

- Developed a cohesive brand system for a digital product
- Designed an app experience centered around clarity and ease of use
- Strengthened my ability to connect brand identity with UX thinking

