



TentUp

Contents

- Introduction
- Personas
- Storyboard
- App Design
- Web Design
- Logo Design
- Clothing
- Wristband Design
- Map Layout Concept
- Advertisement & Products



Introduction

This document shows all of the graphical side to the business plan, showing the uniform of the employees, branding, logos, advertisement, web design and the App UI.

It also goes through three personas that show the type of people that we were aiming to design for that show different needs out of the service.



Personas

Single Person



“I go to the festival with friends but camp in my own tent for the weekend, so I only take a small tent.

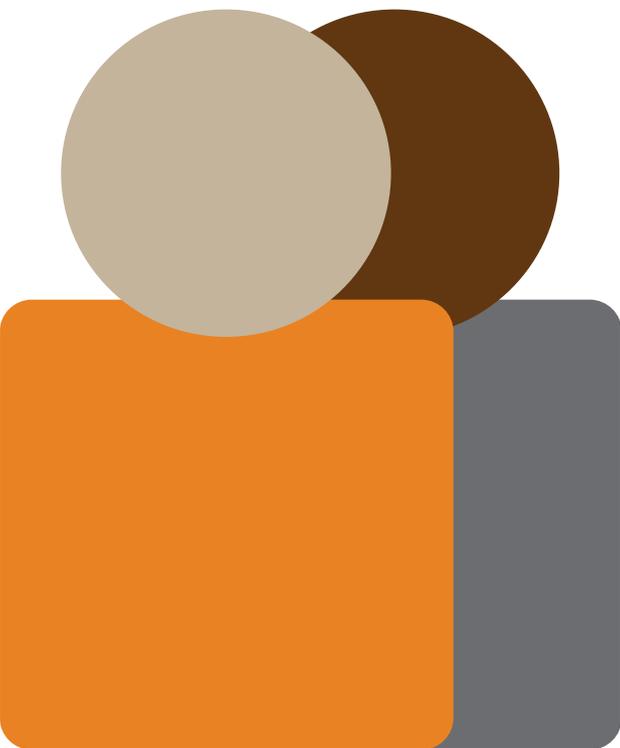
I arrive at the festival with my friends and intend to camp with them as a group, but if we arrive slightly too late then the option of having a large space isn't possible. We normally like to be as close to the arena and the main facilities so that we don't have to walk too far. We know each year when we go that the closer to the arena that you camp, the more noisy and busy it is, but we don't mind that, it's part of the experience! ”



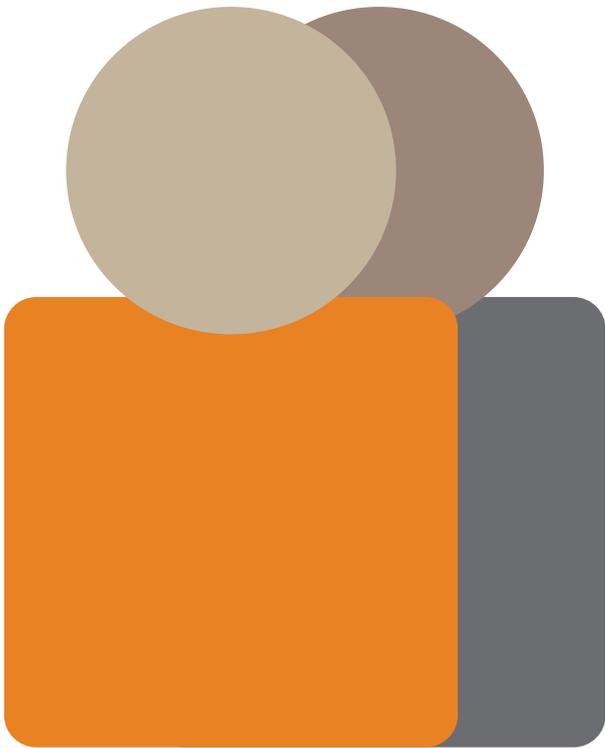
Young Couple

“As a young couple, we enjoy going to festivals together, either alone or with friends! When we go together we aren’t normally too bothered about where we camp as it’s just our tent that we have to worry about, and that we don’t take up that much space.

But when we do go with other people, finding an area that we can all camp in can be a hassle especially with slightly larger tents. Carrying all of our equipment across the site, especially when going to the big festivals can be extremely laborious, especially if the weather isn’t great!”



Older Couple



“The two of us still enjoy going to festivals. Most of the time we will book a hotel to stay in or travel in each day from home if we can. But on the special occasions that we do camp at the festival, we prefer a slightly higher standard of camping, such as glamping or gaining access to the paid showers and loos. When we are in the festival itself, we like to have things be as easy as possible, so fold down chairs for the arena, trolleys to carry our belongings and the quietest and best kept camping area.”



Storyboard



Above shows our service in a story board format. After viewing our integrated add on a festival website, the customer can purchase our TentUp package. They will receive a wristband and information when arriving at the event and then their equipment is ready to be used for the duration of the event. Refunds will be awarded when equipment is collected in its original condition.



App Design

Home Screen

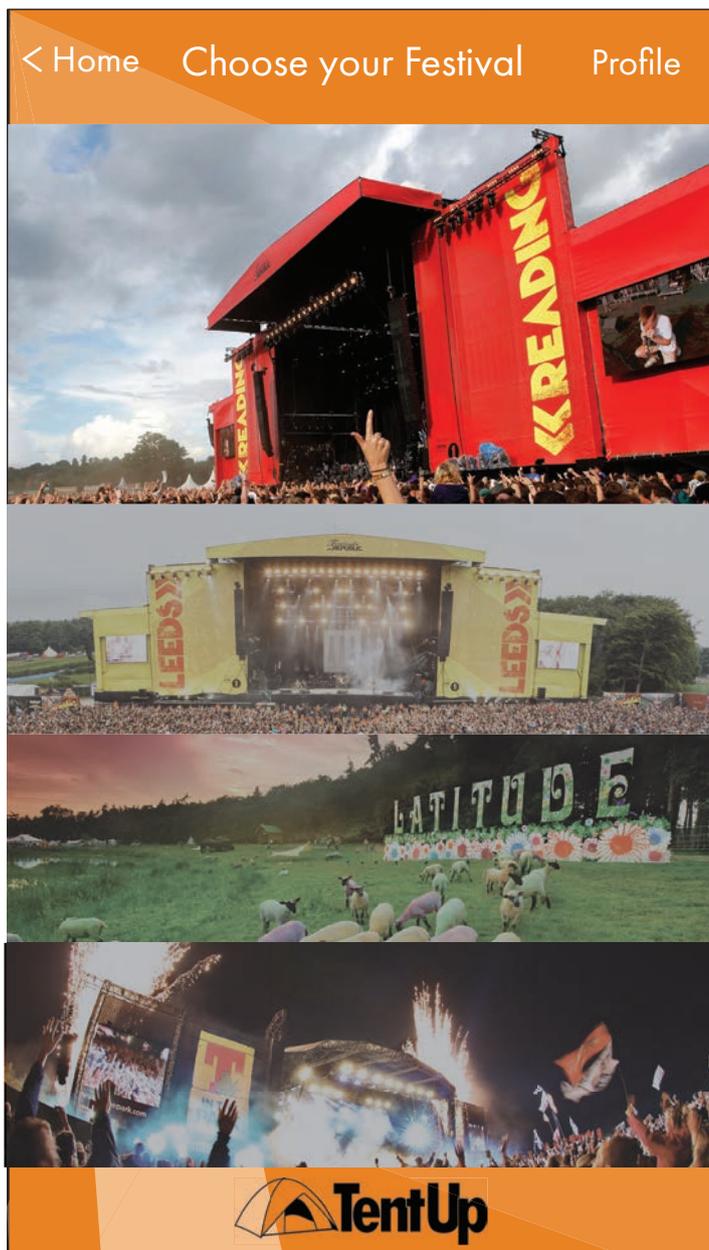


The Home screen is designed to look like a pocket brochure or lanyard. Placing the TentUp logo at the bottom and scene in the background.

The Logo follows the colour scheme of the logo and the brand.



Festival Screen



The first screen that user will come across will be the festival choice screen, where the user can choose the festival that they wish to go to.

The pictures are gray and faded out until the user touches it to highlight it.

At the top of the screen there is a home button to take the user back to the main screen , and a profile button so that the user can quickly navigate to the page.



Equipment Rental Page

Day of Arrival	Day of Departure
26 June	30 June

Tents	1
Chairs	2
Camping Mats	2

Extras + Sale Items [View Extras and Purchasable Items](#)

The equipment page is where the user is able to book and choose what equipment they want to book for the festival that they have chosen from the previous screen.

The user selects the days that they are arriving and leaving the festival so that they can book the equipment. Then they go through and choose which items they would like to rent.

At the bottom of the page is a button that takes the user to a page where they can order other items.



Profile Page



The final page is a profile page where all of the users information is kept to do with bookings and times.

The first section contains the list of festivals that the user is going to and each name can be tapped to take them to the festival website.

The next section tells the user of what products they have chosen to rent.

The final section is where other information is kept to do with picking up the equipment and locations.



Web Design

See™ TICKETS



Leeds Festival 2016
Bramham Park, Leeds

Thursday, 25 Aug 2016 at 2:00 PM

Performing: Red Hot Chili Peppers, The 1975, The Courteeners, twenty one pilots, Boy Better Know, Slaves, DJ EZ, Crossfaith, Hinds, Rat Boy, Foals, Disclosure, Imagine Dragons, Two Door Cinema Club, Fetty Wap, Parkway Drive, Crystal Castles, Oliver Heldens, Nothing But Thieves and The Internet

Ticket type	Cost (face value) ?	Quantity
WEEKEND TICKET	£213.00 (€205.00)	1 ▾
EARLY ENTRY PASS	£20.00 (€20.00)	0 ▾
SECURE LOCKER	£16.00 (€16.00)	0 ▾
CAMPERVAN PERMIT	£75.00 (€75.00)	0 ▾
TENTUP PACKAGE 1 (TENT)	£20.00 (deposit £20.00)	0 ▾
TENTUP PACKAGE 2 (TENT & CHAIR)	£25.00 (deposit £25.00)	0 ▾
TENTUP PACKAGE 3 (TENT, CHAIR, MATTRESS)	£30.00 (deposit £25.00)	0 ▾



TENTUP PACKAGE 1



TENTUP PACKAGE 2



TENTUP PACKAGE 3

* The transaction fee is £2.31 for Recorded Delivery or £6.50 for Secure Post.
Please note that this fee is per transaction and not per ticket.

Buy Tickets

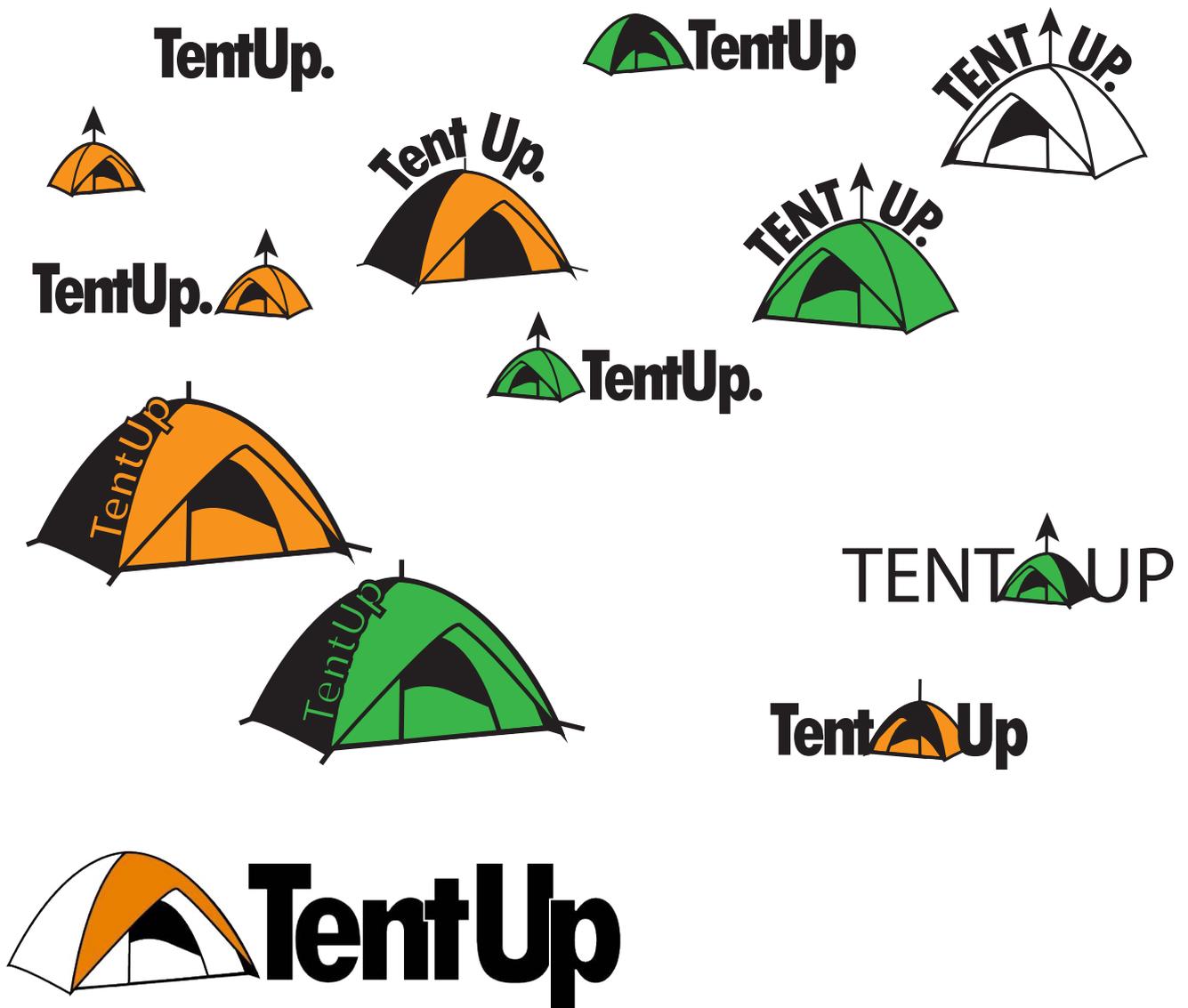
Here demonstrates how our company would be integrated into a festival website. When purchasing tickets, customers will have the chance to 'add on' our camping packages.

The images help identify our targeted market with our brand identity and products available.



Logo Design

We wanted to successfully create a logo that is fun and self-explanatory with the consideration of colour and imagery. The arrow integrated into the tent graphic, helps to create a subtle link between the name of our company and our unique business identity. The logo that we have chosen is recognisable, bold and effectively simple, which makes it possible for us to easily incorporate our logo into a wide range of company merchandise and printed documents. The ease of printing subsequently helps to promote our company and build a loyal market



T-shirt Designs





The T-shirts are a casual uniform for the employees that shows that the service is not just for one event but spans the full summer.

There are three different types of T-shirts showing different information, one that is plain, which has the the logo on the front and the list of events for that summer.

The second one is very simple and would be worn by the staff that are helping to set up the tents and aiding the customers as it has a call number and a help sign.

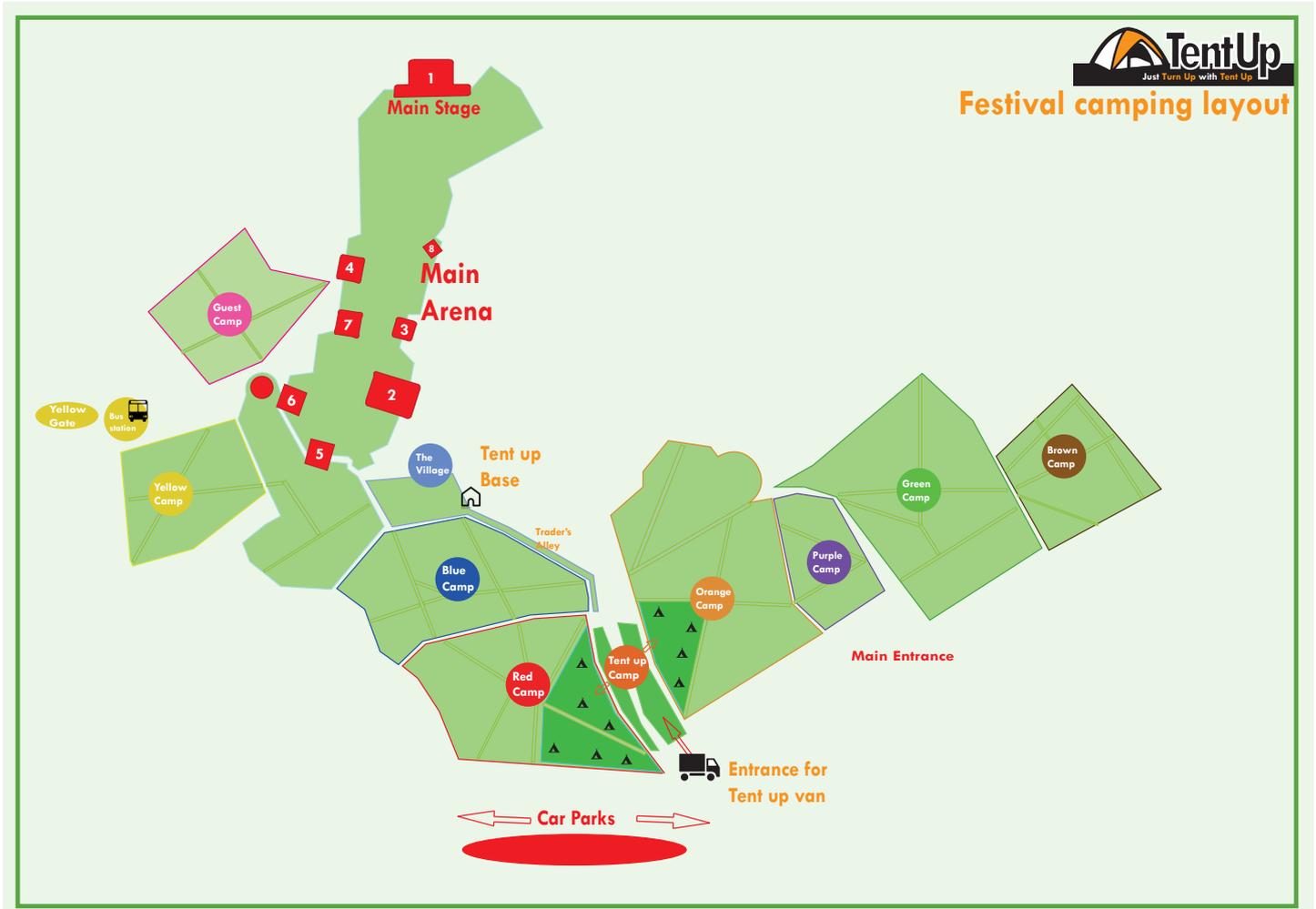
The third T-shirt contains the most information as it contains all of the information of the first two, and would be worn by the majority of the employers.



Wristband Design



Map Layout Concept



This concept map illustrates how the TentUp campsite would fit in with the rest of the festival site. There would be a separate campsite with special access for the customers and the employees, including vehicle access for the van.



Advertisement & Products



These products have our logo and branding on them to show what our products could look like and how they would all fit together and fit in with the brand image.



Just TurnUp with TentUp.    



Safari File Edit View History Bookmarks Window Help 33% Mon 10:58 pm facebook.com

Home Find Friends

Reading Festival Event · Concert venue

Book Now Like Share

Timeline About Photos Videos More

Search for posts on this Page

286,335 people like this

175,631 people have been here

Get additional info

Invite friends to like this Page

4.5 of 5 stars · 9,523 reviews

Reading Festival 7 hrs · <http://po.st/R16Tix>

TentUp Just Turn Up with TentUp. DON'T GET STUCK IN THE MUD. DON'T TURN UP AND PARTY. FESTIVAL ALTERNATIVES TENTUP.COM

