

Crazy Camping Challenge: The design process of a social product that offers adolescents a better camping experience

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Team4Animation is a company that provides animation services to camping sites. None of their services are targeted at adolescents even though it imparts benefits such as a higher chance of recurring guests and camping sites being able to distinguish themselves from competition (Pot, 2017). The main research question is: *“how can the camping experience of an adolescent be improved with a product?”*.

During the research a human-centered design approach is applied. To determine the desires of adolescents on holiday, literary desktop research is combined with an inquiry and a co-design session during an animation training organized by Team4Animation to educate new employees. This preliminary research stipulates that supporting social behaviour will improve the camping experience of adolescents. When regarding social behaviour, being with friends is ranked as most important. Furthermore, the co-design session proposed that a smartphone is the optimal product to appeal to adolescents at present. Based on this, a conceptual smartphone gaming app called Crazy Camping Challenge was devised. The main idea of this game is to bring the target audience together and encourage them to undertake action. The game provides a player with three challenges that have to be executed within a given deadline: A public challenge which is the same for all players, a team challenge that has to be carried out with other players and finally a unique personal challenge. A player uploads evidence of the execution which is, in order to receive points, assessed by the other players.

The product is playtested using a Whatsapp-based paper prototype during the summer of 2017 at a camping site in France. Predominantly to determine in what ways the concept could be improved and alternately to discover whether the product will be successful. The most important indicator of success is that friendships were established through the Crazy Camping Challenge. With the results and findings of the test a design document is constructed. This document provides a description and visual design of the eventual product in such a way that it is clear for a programmer how to develop the app.

The research has shown that the camping experience of an adolescent can be improved by supporting social behaviour. This is accomplished by the current product by lowering the threshold to break the ice between adolescents and providing them with motives to undertake actions together. As the product is successful, the advice for Team4Animation is to produce it and thereby adding a service to their current assortment. To further substantiate the realization of the product an estimation of the earnings indicate that the service will be profitable within three years (Pot, 2017). However, additional development is

required before the product can be made. The main issue that is essential to excogitate concerns the underlying game mechanics which are currently unsuitable for use. Additionally, there are several other aspects that demand improvements. Therefore, the recommendation is to let a student further develop the product before introducing this product to camping sites. Suitable candidates are students of Creative Technology at the University of Twente, as they possess the necessary skillset.

References:

Pot, R. (2017). *Crazy Camping Challenge: Het ontwerpproces van een sociaal product dat adolescenten een betere kampeerervaring geeft* (pp. 9, 42). Enschede: Universiteit Twente.