

# Field project in collaboration with Dub Dub and Away Establishment of a fragmented association of camping services in the field of camping

Luoxin Liu , MSc User Experience Engineering , liuluoxin2021@163.com



## Abstract

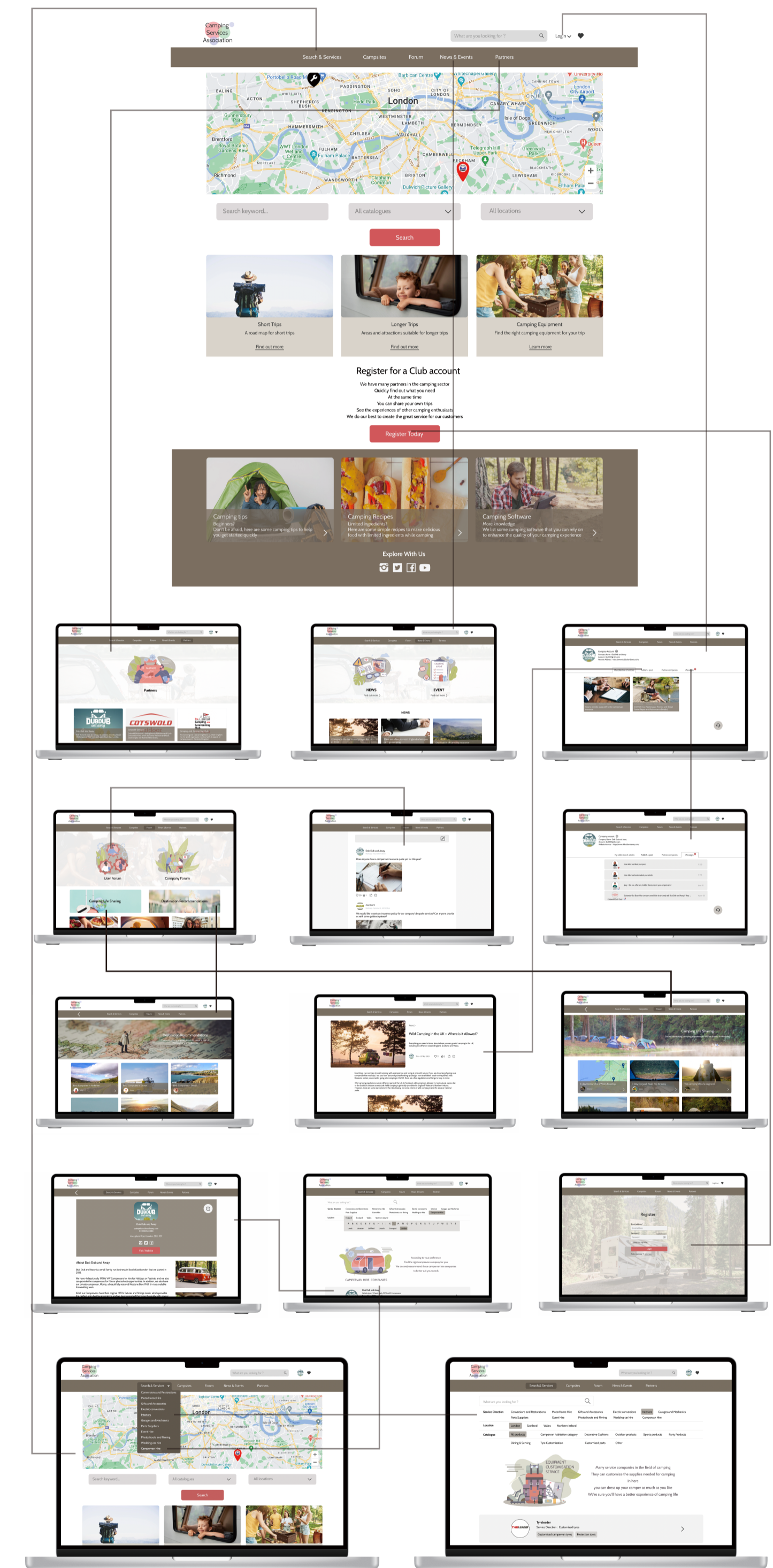
Dub Dub & Away, a small specialist campervan hire company based in London, wanted to **create a business association to work with companies in the camping sector to offer flexibility to users**. The project aims to use this business association to increase the exposure of these small camping companies, create more possibilities for collaboration and facilitate business dialogue between companies while maintaining the privacy of users and companies and also meeting the flexible needs and services of consumer users.

## Introduction & Background

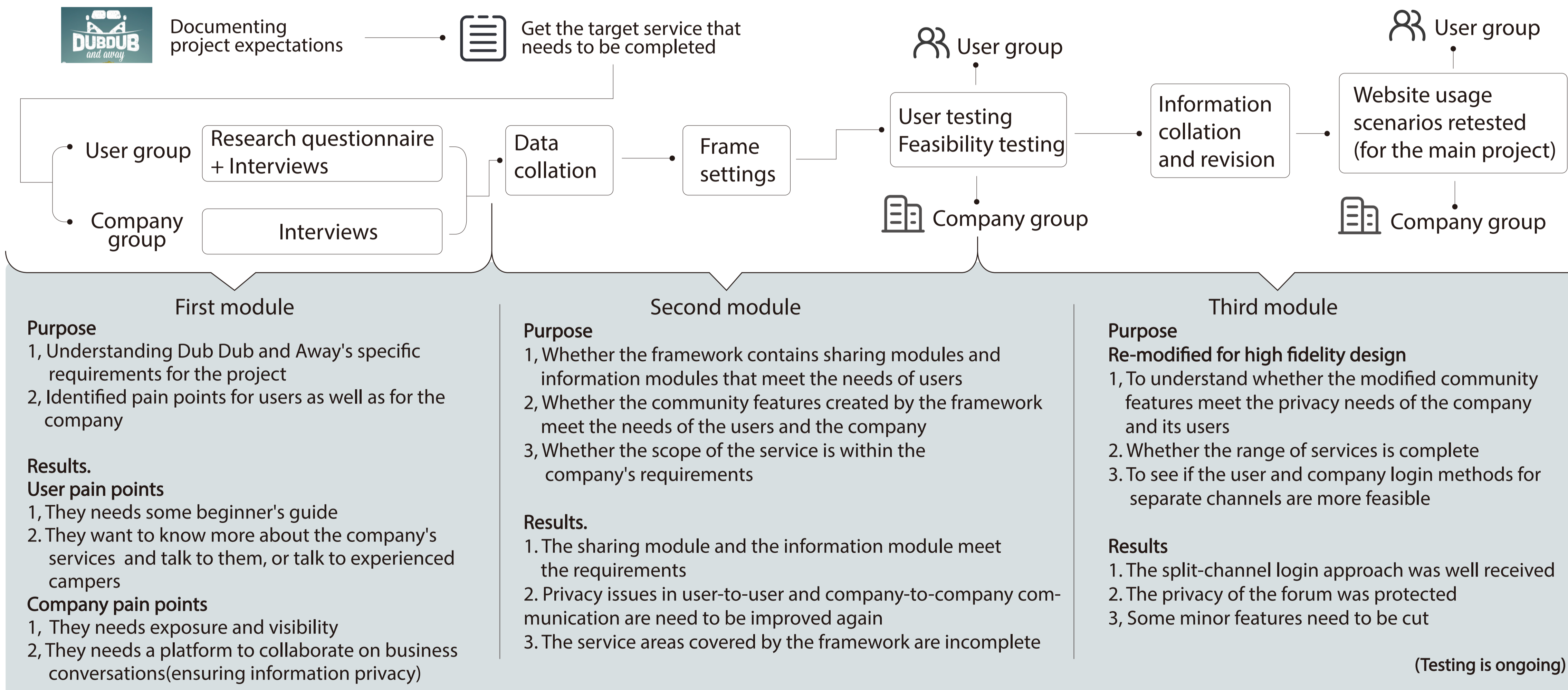
Camping has become the holiday of choice for most people and a survey conducted by the Caravan Club (C&MC) in 2022 found that the campervan market now generates around £31,089.7 million in funding.

The huge number of consumers is driving the growth of the industry, **but the camping sector is multifaceted and complex, and users are spending time and effort searching for the right business for their situation**. The Camping Association aims to bring together companies with different services in the camping sector to **meet the complex choices available to some camping users** and to **provide a platform for users and companies to share information and collaborate**.

## Diagram / Design



## Study Methodology And Research Results



## Conclusion and Future Work

- For the short term outcome of this project, I have come up with a more complete set of high fidelity diagrams (for the main needs of Dub Dub and Away) and the end result is in line with the solution, providing a flexible search in the field of camping in the association, providing a platform for users and companies to talk and protect privacy.
- For the long term outcome of this project, which is a completely new framework, I have added some future ideas for users, such as a more complete camping information community with article modules and sharing modules, but the user experience can continue to be refined.