



# CAMPING COOKING

MIRANDA WIPPERFURTH - ID5 - SPRING 2017













WHY CAMP?



# WHY GO CAMPING?

-  **TRADITION**
-  **EXPLORE NATURE**
-  **DIGITAL DETOX**
-  **STRENGTHEN RELATIONSHIPS**
-  **DEVELOP LIFE SKILLS**
-  **IMPROVE HEALTH**



**NATIONAL PARK SERVICES**

<https://www.nps.gov/subjects/camping/why-camp.htm>



# CAMPING FACTS



LAST YEAR IN THE USA...

# 40.2

MILLION

PEOPLE WENT CAMPING

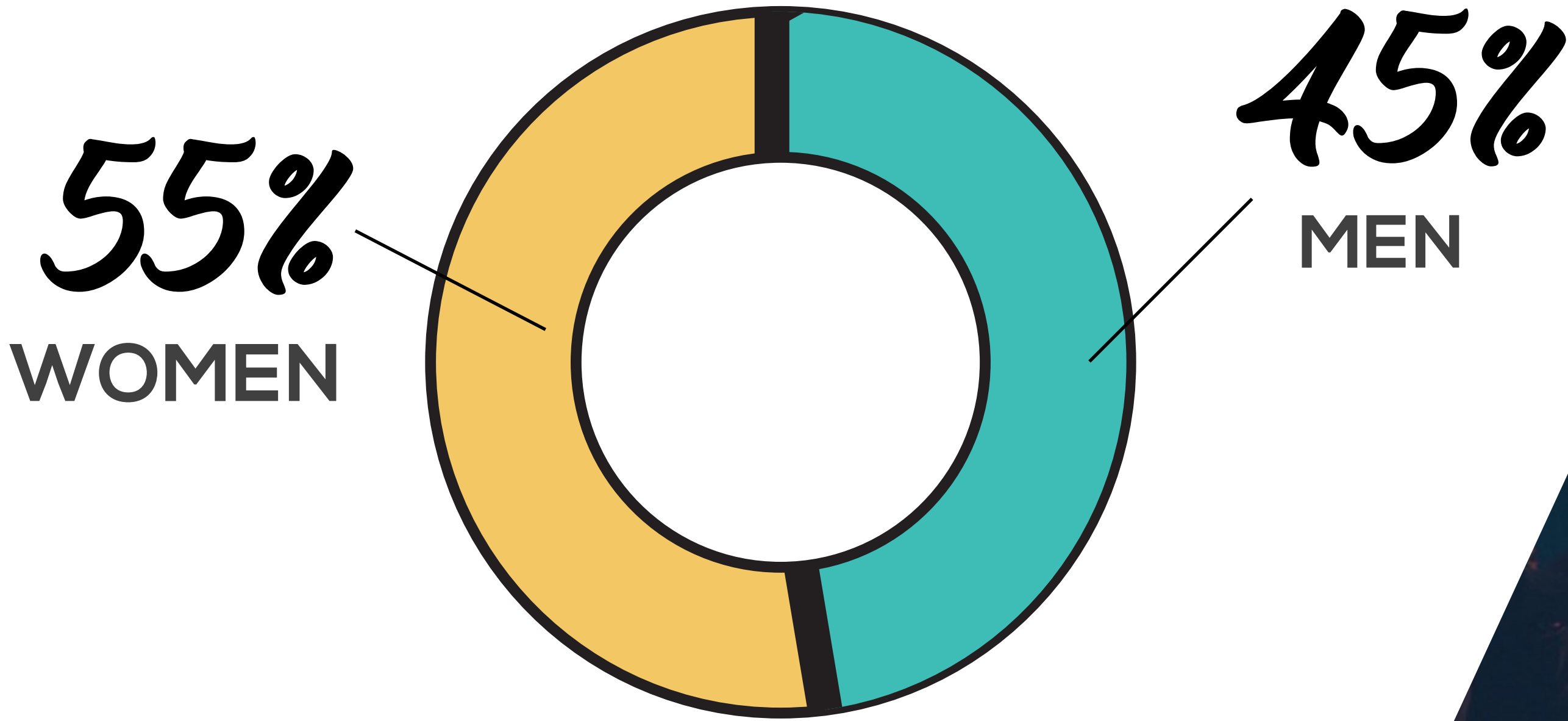


**NATIONAL PARK SERVICES**

<https://www.nps.gov/subjects/camping/why-camp.htm>



**200** PEOPLE SURVEYED...



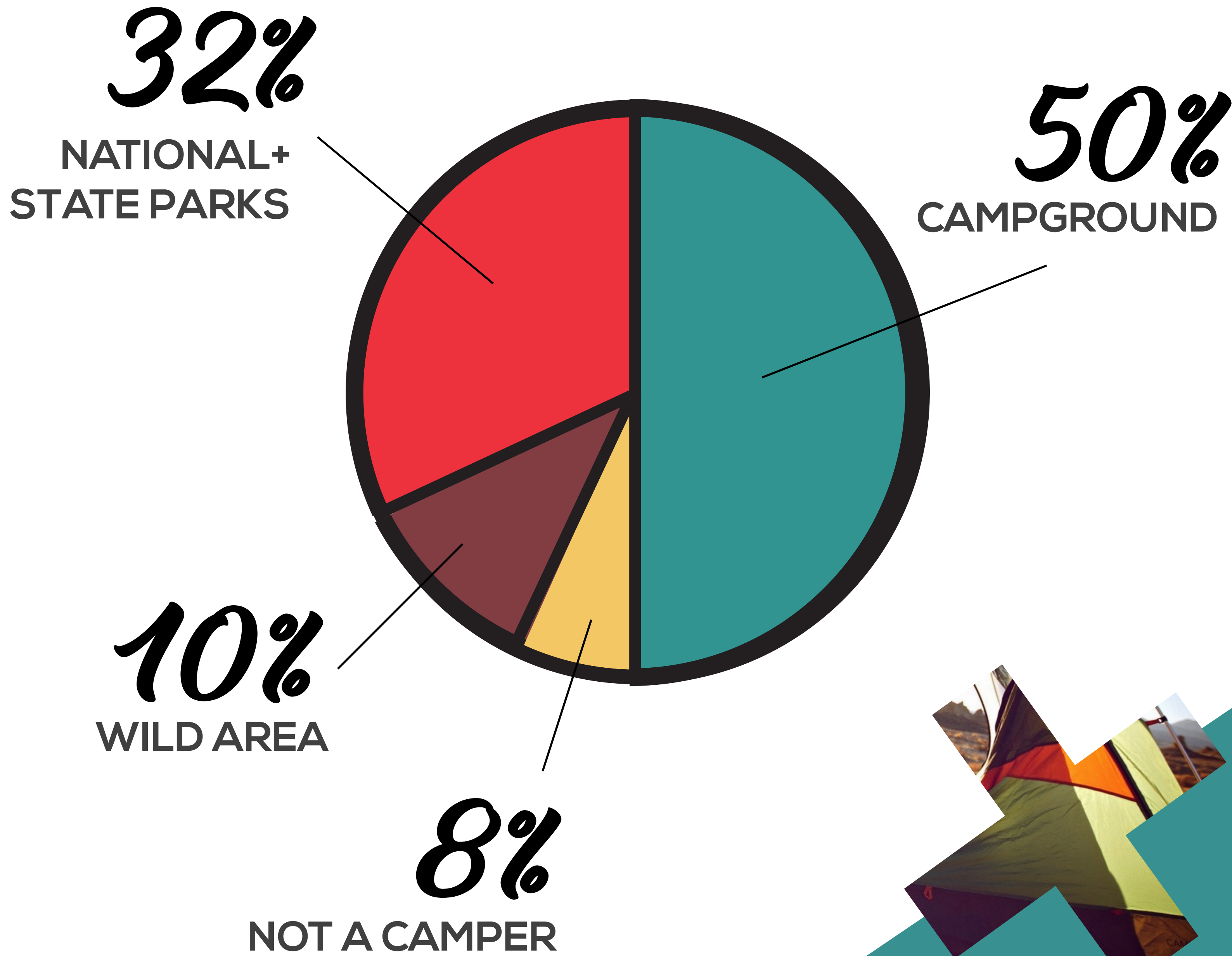
**43%** CAMP 1-2+  
TIMES PER YEAR





# WHERE DO YOU STAY?

- 125 IN A TENT
- 62 IN A RV
- 8 OUTSIDE
- 5 NOT A CAMPER





A close-up photograph of a fish, likely a trout or salmon, being cooked in a dark metal pan. The pan is placed over a campfire, with bright orange and yellow flames visible on the left side. The fish is positioned diagonally in the pan, with its head towards the top right. The fish's scales are dark and speckled. A white rectangular box with a thin border is overlaid on the center of the image, containing the text "COOKING + CAMPING" in a bold, white, sans-serif font.

**COOKING +  
CAMPING**



# WHAT IS VALUABLE TO YOU?

**SUSTAINABLE**

**LOW PRICE**

**EASY TO CLEAN**

**EASY TO USE**

**GOOD QUALITY**

**EASY TO STORE**





# WHAT IS VALUABLE TO YOU?

SUSTAINABLE

LOW PRICE

EASY TO CLEAN

EASY TO USE

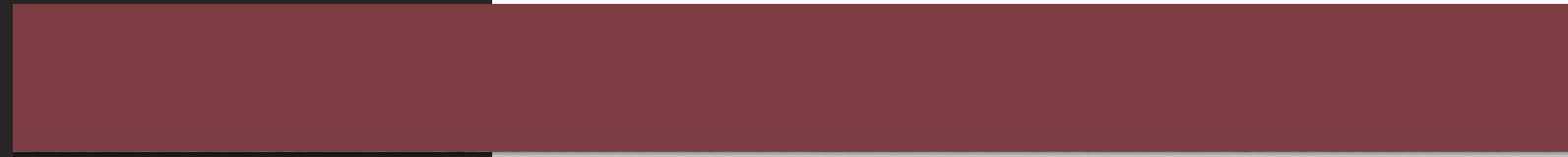
GOOD QUALITY

EASY TO STORE





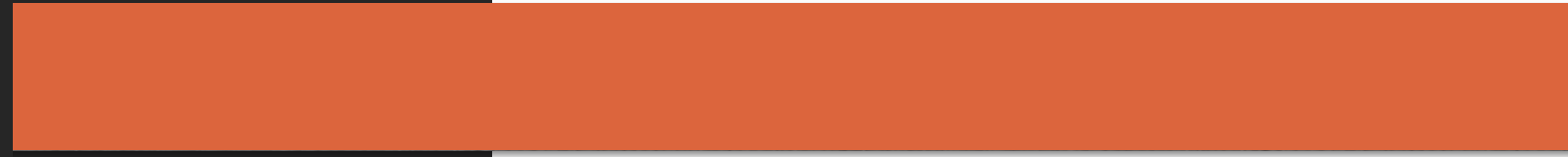
 UNSANITARY PRACTICES



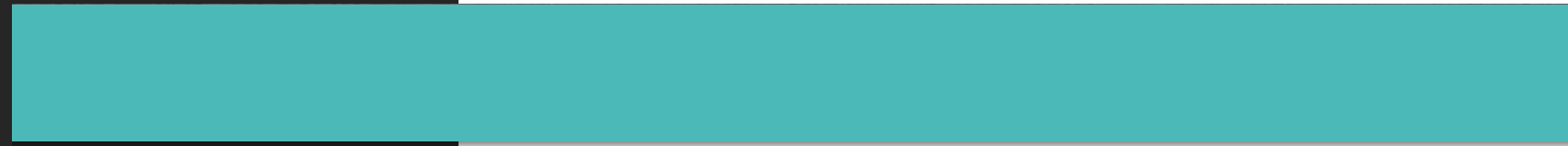
 ANIMALS



 FOOD SPOILING



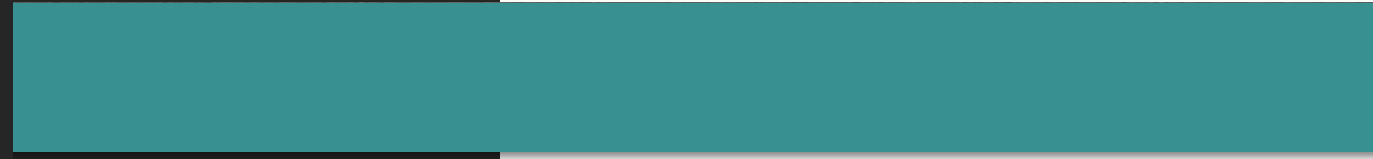
 NOT ENOUGH RESOURCES



 DIFFICULT CLEAN UP



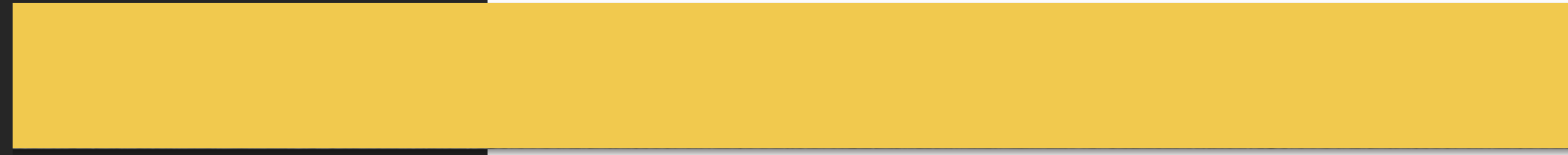
 NOT ENOUGH HEAT



 LACK OF SPACE



 LACK OF SURFACES



 LACK OF STORAGE





 UNSANITARY PRACTICES

 ANIMALS

 FOOD SPOILING

 NOT ENOUGH RESOURCES

 DIFFICULT CLEAN UP

 NOT ENOUGH HEAT

 LACK OF SPACE

 LACK OF SURFACES

 LACK OF STORAGE







# USER



THE GROWING FAMILY





# THE GROWING FAMILY

AGES: 25-40 + 2-12



CAMP 1-2 TIMES A YEAR



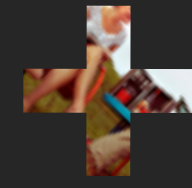
YOUNGER CHILDREN



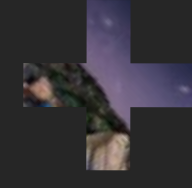
ACTIVE LIFESTYLE



TENT CAMPERS



HIKING, ADVENTURING,  
+ GROUP ACTIVITIES



SOMETIMES CAMP WITH  
OTHER GROUPS + NEED TO  
ACCOMMODATE FOR MANY





**ORGANIZED**



**MOBILE**



**SPACE**







**IDEATION**

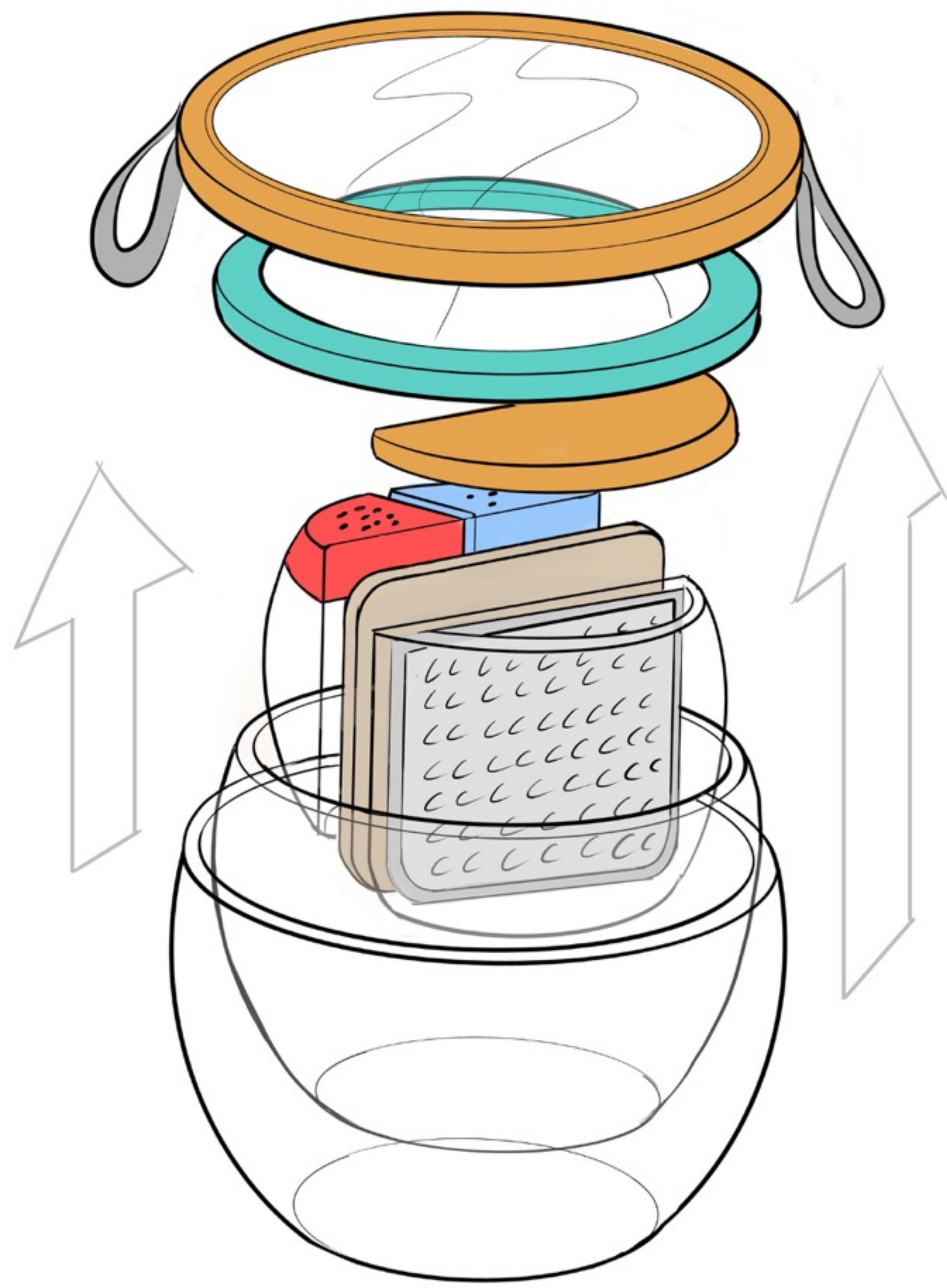
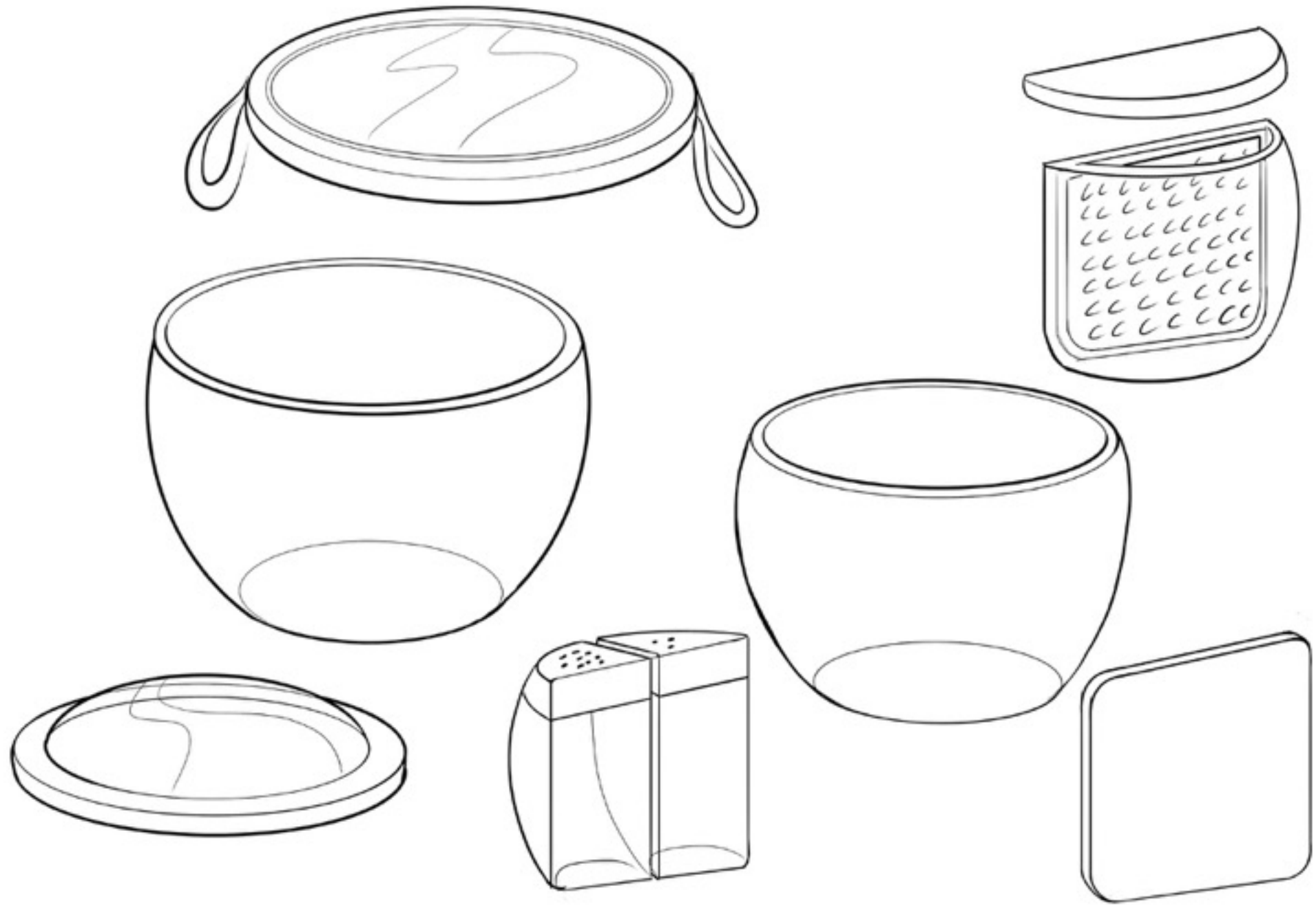




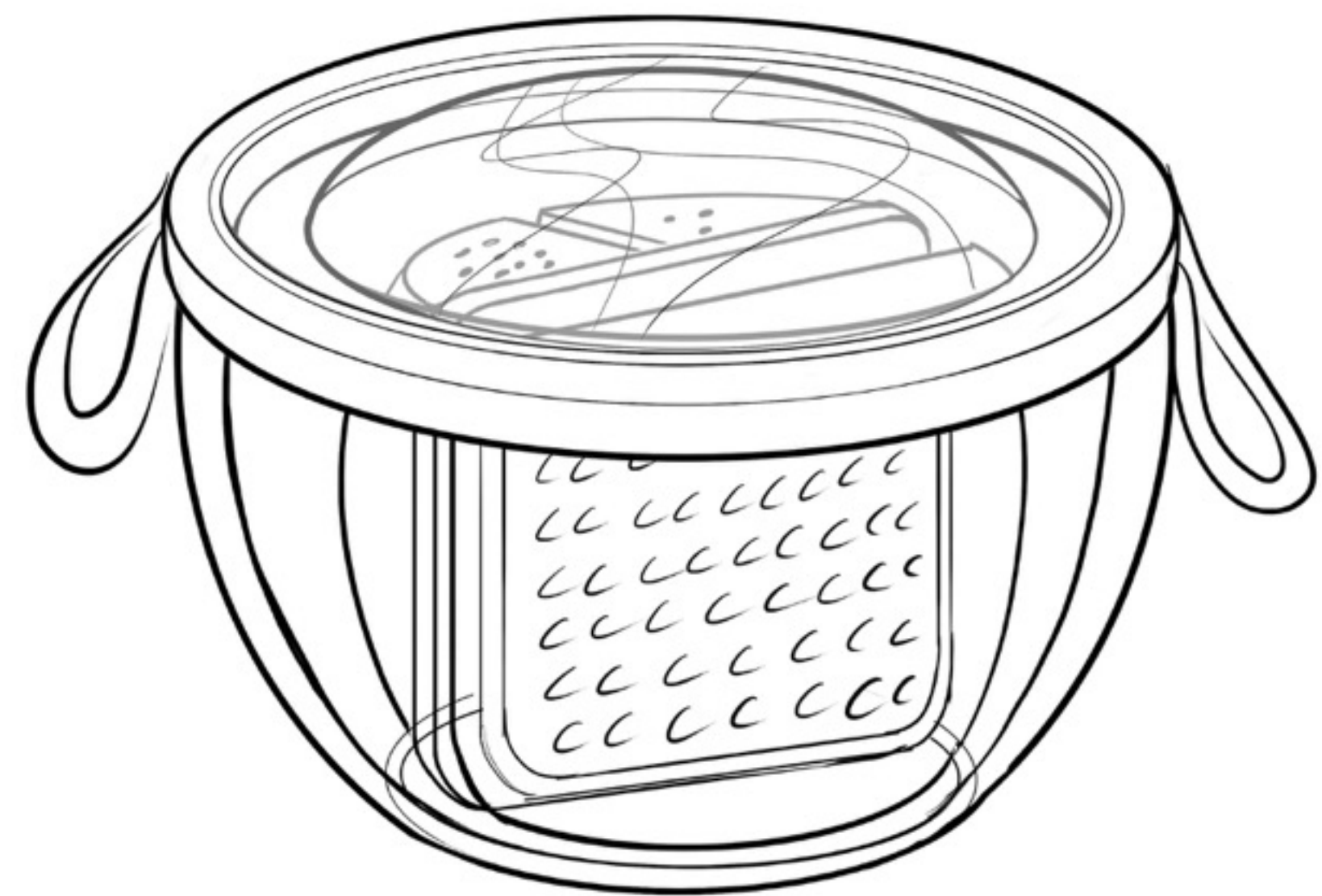








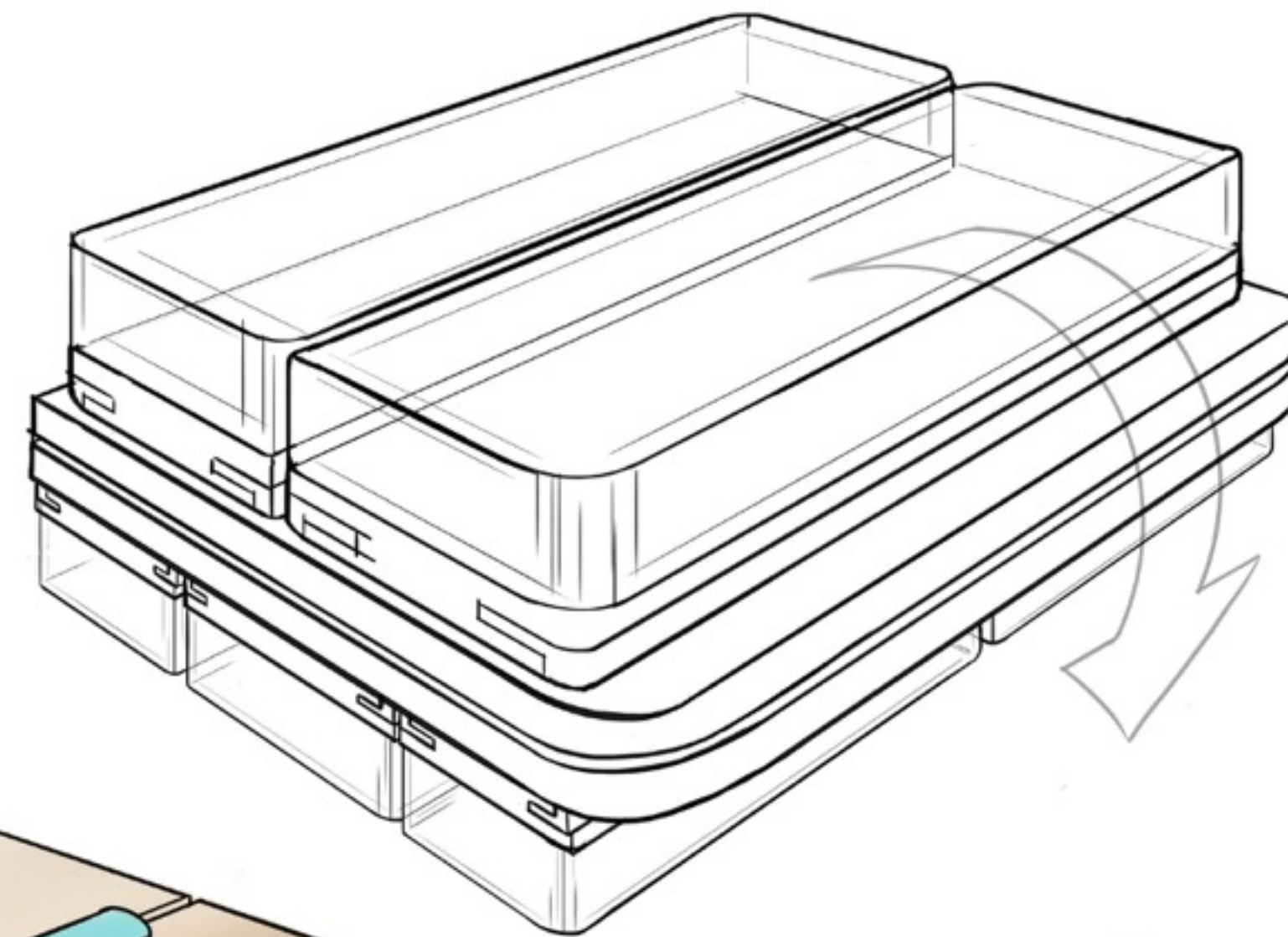
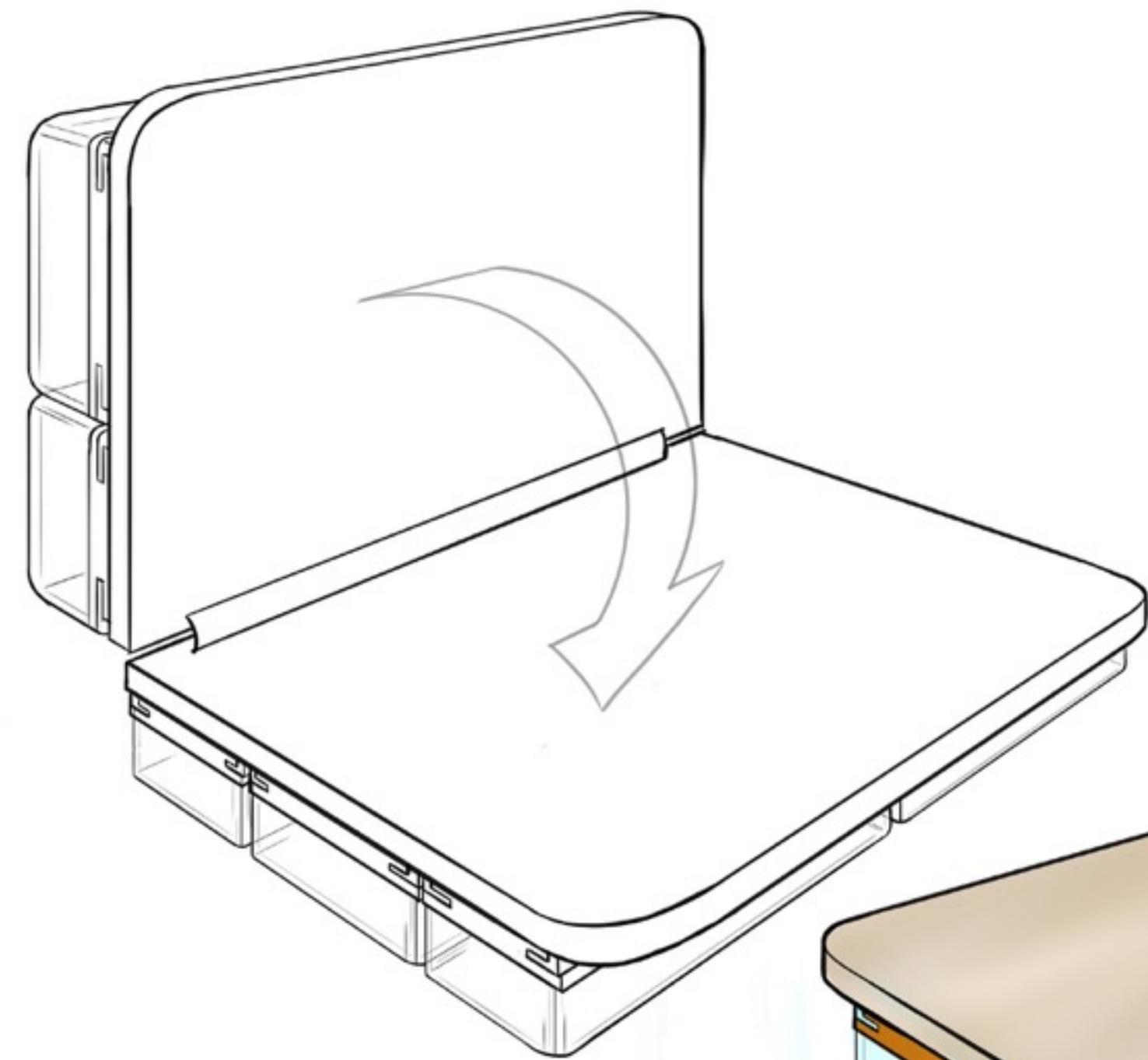
- LG MIXING BOWL
- LG COVER
- SM MIXING BOWL
- SM COVER
- GRATER
- CUTTING BOARD
- SALT SHAKER
- PEPPER SHAKER



SPACE SAVING COOKWARE

#1



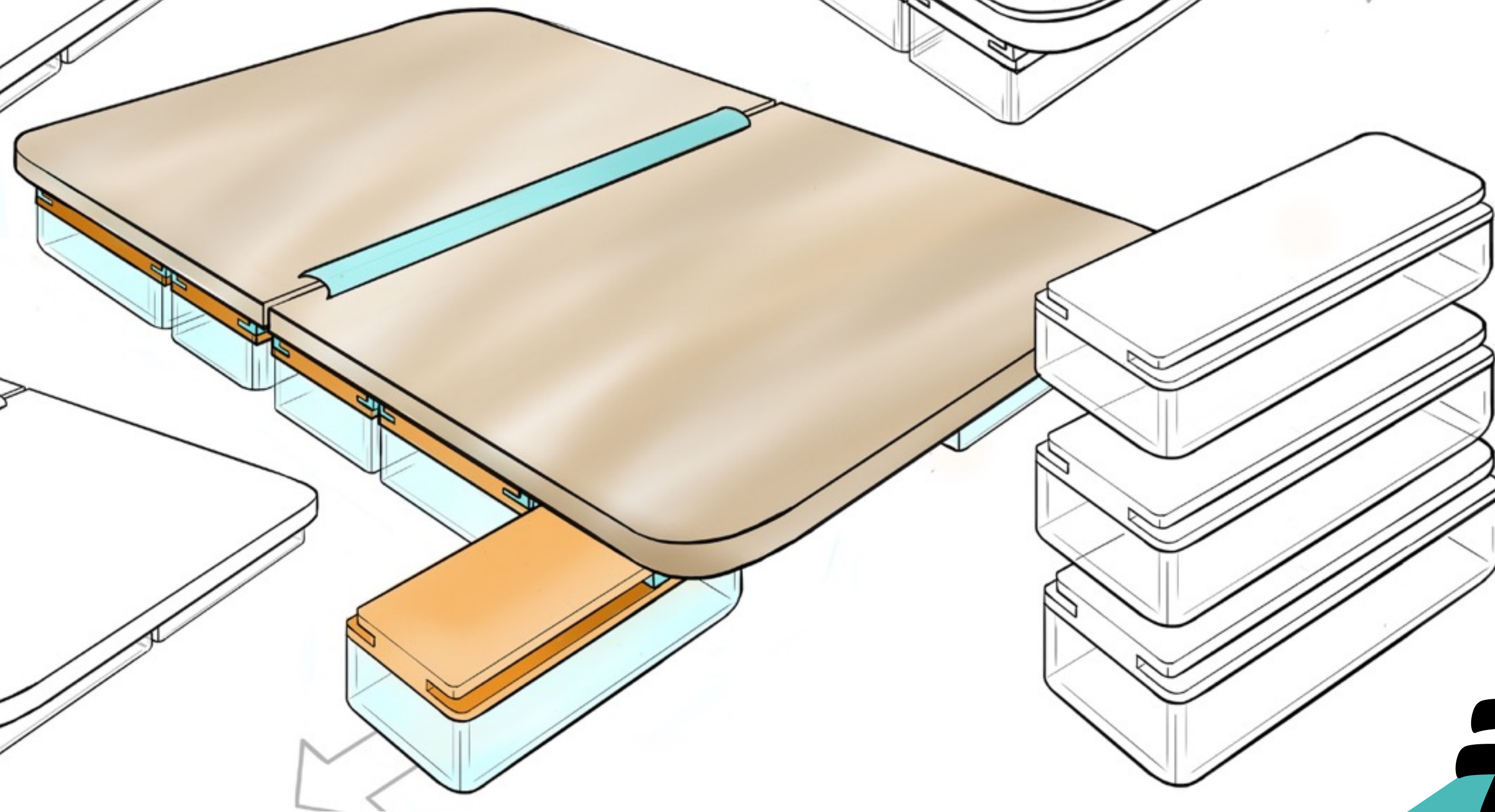
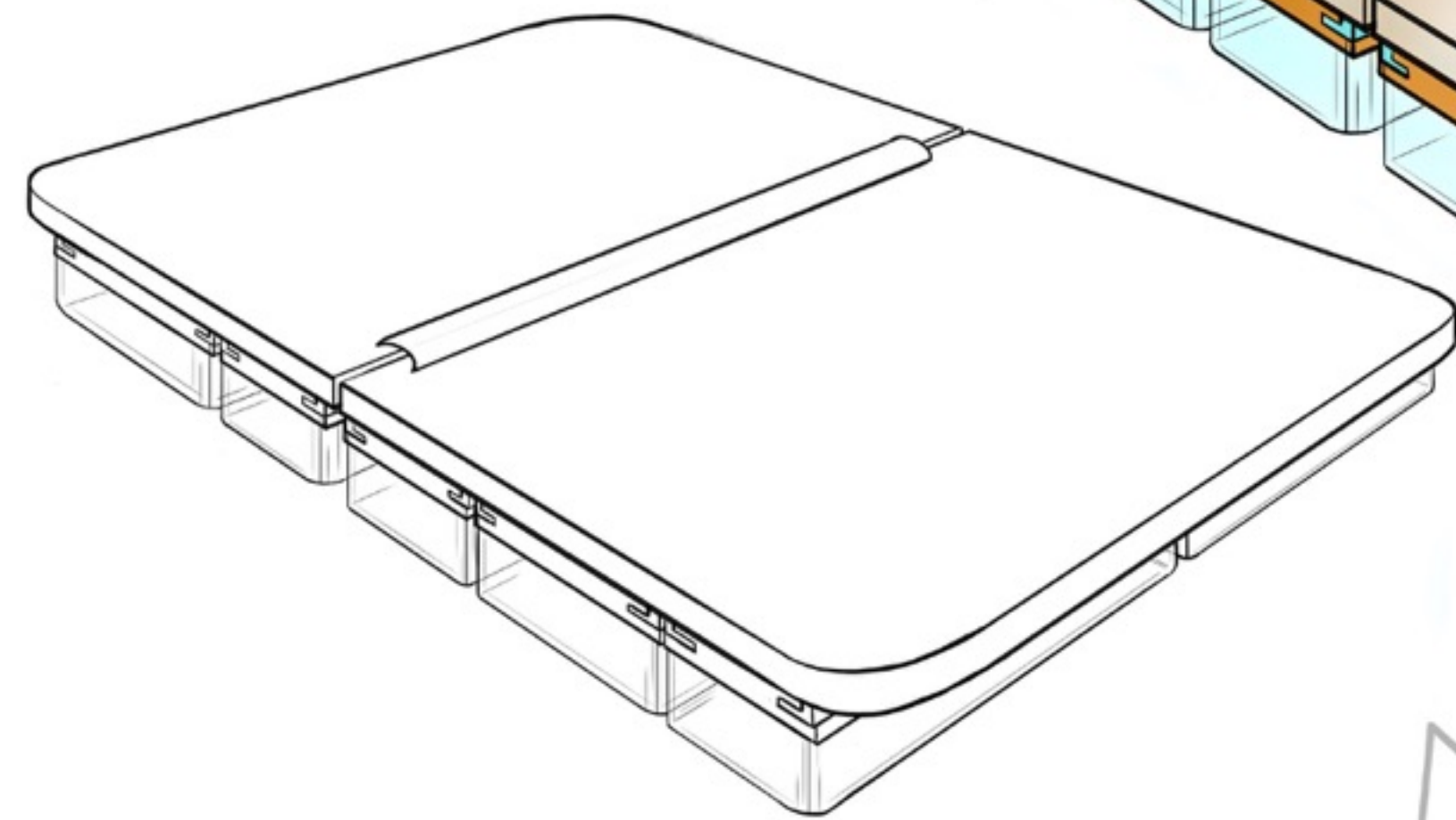


CUTTING BOARD

DRY FOOD  
STORAGE

EASY TO STORE

EASY TO CLEAN



STORAGE + SURFACE

#2



SOLAR POWERED COOLER

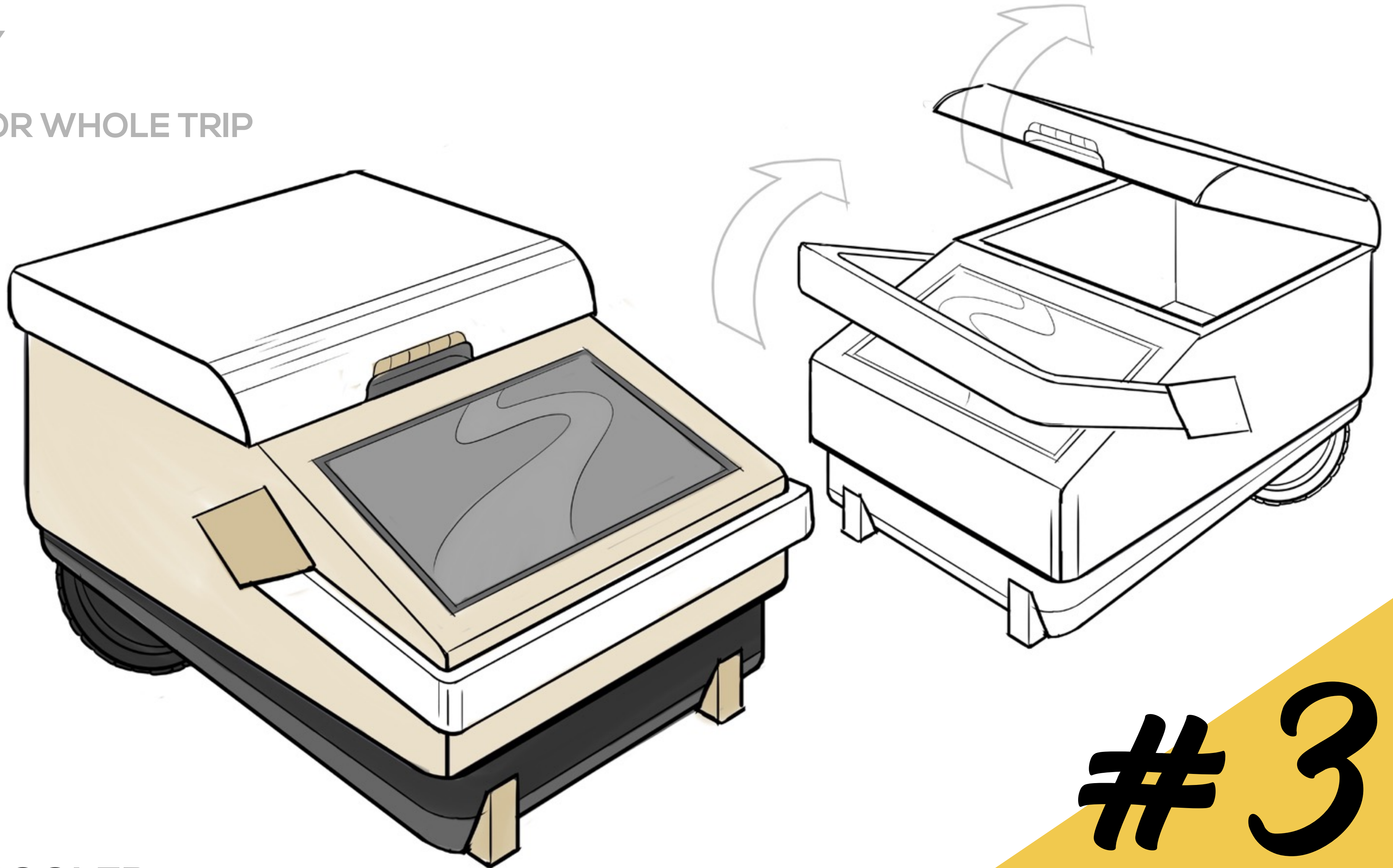
CAN RUN EFFICIENTLY

KEEPS FOOD COOL FOR WHOLE TRIP

SMALL ENOUGH TO  
FIT IN CAR TRUCK

EASY TO MOVE

EASY TO USE



#3

SOLAR POWERED COOLER





**WHAT'S NEXT?**



# WHAT'S NEXT?

- + IDEATE + SKETCH MORE
- + FINALIZE DIRECTION
- + START MODELS
- + USER TESTING
- + MATERIALS + SHOW





# SOURCES + RESOURCES

## **NATIONAL PARK SERVICES**

<https://www.nps.gov/subjects/camping/why-camp.htm>

## **SURVEY MONKEY**

<https://www.surveymonkey.com/analyze/>

## **CAMPING + RV STATISTICS**

<https://www.statista.com/topics/1319/camping-and-recreational-vehicles/>

## **NATIONAL WILDLIFE FOUNDATION**

<http://blog.nwf.org/2014/05/10-of-the-best-things-about-camping/>

## **NATIONAL PARK FOUNDATION**

<https://www.nationalparks.org>

 **ANY QUESTIONS?**





A night landscape featuring a starry sky with the Milky Way visible. The foreground shows a rocky, grassy hillside with a yellow and blue tent. The text "THANK YOU!" is centered in a white box.

**THANK YOU!**