PROPOSAL: RECOMMENDING BACKPACKING GEAR

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THE PROBLEM

- 30-50% of people attempting a thru-hike have never done an overnight backpacking trip before
- $0-4000 on gear – REI says $4000…
- Constant questions on forums – "What gear do I need?"
- Special situations
  - Women
  - Couples
  - Dogs
  - Kids
  - Big and Tall
  - Short and small
  - Climate
  - Cost

THE PLAN

- Data
  - LighterPack
  - MileStepper
  - GearGrams
  - Trailpost

- Scraping and sorting data with key words
  - Ex: Woman's list: "women" , "diva cup" , "tampons" , ect.

- Evaluate gear lists
  - How old is account and how recent the list was updated?
  - How many items

THE PLAN

- Input variables
  - Sex
  - Couple/single
  - Cooking?
  - Over/under 6ft
  - Over/under 200lbs
  - Dog/no dog
  - Kid/no kid
  - Min/Max temperature or specific trail
  - Price Range

- Collaborative Filtering
  - User based filtering
  - Matrix based – not enough data

THE PLAN

- Recommendations:
  - Big three: backpack, sleeping bag/pad, shelter
  - Other: cooking, FAK, water treatment
  - Too personal to recommend: toiletries, clothing
  - Recommend to everyone: cord, trowel

- Improvements and Successes:
  - Recommend first piece of gear with description and backup
    - "Add gear to your list" button or recommend second option

QUESTIONS OR RECOMMENDATIONS

PLAN

- Scrapping and Sorting Data
  - Sex: "women" , "diva cup" , "tampons" , ect.
  - Couple/single: "double" , "2 person"
  - Over/under 6ft: "extra long"
  - Over/under 200lbs: "extra large"
  - Dog/no dog: "dog"
  - Kid/no kid: "child" , "kid"
  - Minimum temperature: sleeping bag degree rating
  - Max temperature: sleeping bag degree rating
  - Price Range: pricing listed
- Evaluate gear lists
  - How old is account and how recent the list was updated?
  - How many items