

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

