

PROPOSAL: RECOMMENDING BACKPACKING GEAR

Rebecca
Anderson
3/22/18

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...
- Most common age group: 18-29 (no money), followed by 50-59 (money)
- Special situations
 - Women
 - Couples
 - Dogs
 - Kids
 - Big and Tall

DATA

- **LighterPack**
- **MileStepper**
- **GearGrams**

INPUT

■ Variables

- Sex
- Couple/single
- Over/under 6ft
- Over/under 200lbs
- Dog/no dog
- Kid/no kid
- Minimum temperature
- Max temperature
- Price Range

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

OUTPUT

■ Recommendations:

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

■ Improvements and Successes:

- Recommend first piece of gear with description
 - “Add gear to your list” button or recommend second option

QUESTIONS OR RECOMMENDATIONS

