URL	Provided by	Provider type	#Trails in Arklow area	Searchable by map
https://www.sportireland.ie/outdoors/walking/trails	Sport Ireland	Publicly funded government body	2	Yes - by category or by county (drill down from ireland map)
https://www.Alltrails.com/ireland/county-wicklow/arklow	All Trails	Private commercial	3	Yes (limited map functionality): can filter by category when searching
https://www.visitarklow.ie/post/arklow-town-heritage-walks	Wicklow Tourism/ Bord Failte	Publicly funded government body	6	No
https://www.coillte.ie/site/glenart-wood/	Coillte	Irish semi-state forestry company	1	https://www.coillte.ie/our-forests/recreation-map/
https://www.visitarklow.ie/post/4-family-friendly-trails-in-arklow-town-great-for-a-walk-cycle-or-scoot	Wicklow Tourism	Publicly funded government body	4	No

THIS PROJECT - Arklow Trails	Arklow Trails - this website	Educational project, with possibility for commerical scaling		6	REQUIRED - standard Google map search/pan/zoom functionality

Analysis of Competitor We			
Categorised	**Text description**	**Trail photos**	**User reviews**
Yes: * grade * walk length * time * format * ascent * dogs allowed * waymarking * lat/long)	Yes	No	Yes
Yes - 7 categories: * distance away * activity * difficulty * length *suitability * elevation gain * rating	Yes	Yes (behind paywall)	
Yes - 3 categories: * length (km) * grade * time to walk	Limited	Limited	No
No	Summary walk description on website	Limited (2 only)	
No	Yes - detailed	Yes - static	No

REQUIRED: Distance in km Features (forest, coast, river) Car Parking Difficulty Terrain	REQUIRED	REQUIRED: gallery and trail-specific	DESIRABLE

Map	Direction finder to start point	Responsive	Mobile-friendly
i. Ireland Map - pinpoints by county ii. All routes on search map shown in red - not really identifiable iii. Search map not very relatable - generic/grey appearance country-wide iv. Includes button for direction finder v. Downloadable Pdf map vi. Pdf map is suited to experienced map readers vii. Pdf map not mobile friendly (but could be printed)	Yes	No - map doesn't reduce with screen size	No pdf only - can zoom in but its still a standalone map
Yes - OpenStreetMap - focussed at outset on the users location Can access route map only on payment of subscription	Yes, clickable link on website	Partially - Map disappears/ functionality reduced on smaller screens	
display map on-screen, downloadable pdf with maps	N/A	N/A	N/A
Google map embedded on-screen, downloadable pdf with OSi map… suited to experienced map-reader only	Yes	N/A	N/A
Static map shows 6 heritage walks. Can download brochure including map book of heritage walks			Not particularly pdf only - can zoom in but its still a standalone map

REQUIRED: Yes - standard Google map features. Map data uses clickthrough to walk details (single-click from map to details)	REQUIRED: Yes - standard Google map	REQUIRED: regular/return users likely to be mobile-oriented	REQUIRED

Pros	Cons
Good set of walk categories Call to action for users to provide feedback star rating on feedbacks	Busy screen difficult to read Not friendly Generic basemap (ESRI/OSi) doesn't highlight local features (shopping centres restaurants etc) photos seem limited Info out of date Side margin is displaying other walks in different areas - not relevant to user's search
Looks professional	€36 p/a usage fee (€3/month) - would be more applicable to first-time users who visit multiple localities. Small number of walks covered (2 only in locality) Doesn't deliver a lot of value for repeat users? Poor local knowledge - info out of date or incorrect (not relevant to locality)
Good colour coding on printed map clearly identifies different routes	pdf only - download or collect printed version from tourist office (limtied opening hours). Gallery photos are shown on the website, but not linked to individual walks so the user doesn't know what to expect from each walk. Text descriptions are limited to pdf only. Info somewhat out of date - brochure based on 2017.
Professional appearance of website	Website has a good amenity search map - but very limited content walk shown in detail on pdf map only limited categories Map format is suited to experienced hiker only
Physical paper map is relatable and a good tourism merchandise	Very difficult for a non-local user/ first-time user to navigate - relies on local knowledge. Assumes user is willing to use one start/finish point for all walks (not flexible to user's needs)

SUMMARY REQUIREMENTS: Must be intuitive to use. Must be easy to learn. Good for first time or returning users. Accessible (no paywall). Provide rich data appropriate to user's needs. Use standard google map functions which many users familiar with (zoom, pan, change to satelite background, identify surrounding features, direction finder to start point)	OPTIONAL FEATUES: Would like to have user reviews Would really like to have user photos Would really like a way to make this scaleable, so that it can be: * plugged into other websites * modified by local moderator, who can update content & photos, and add or amend routes periodicallly