The Minnesota Hiking Club

1   **Choose your hike.** Find the designated trail in almost any of Minnesota's state parks.

2   **Find the password.** Find a sign about halfway through your hike with a unique password to remember.

3   **Update your log.** Log the password, state park name, and trail mileage in your Hiking Club book.

★   **Earn rewards!** Present your log at any state park office to get patches and free nights of camping!

We believe that a **Hiking Club app** would offer an accessible, visual, and motivating way for Hiking Club members to record and revisit their Minnesota State Park hikes, as well as redeem rewards for earning Hiking Club trail mileage.

Our Research

Some Survey Statistics

81% of survey respondents indicate the use of smartphones during hike

68% of survey respondents indicate logging their mileage after a hike

91% of survey respondents are between the ages of 25-45

User Interviews

Some Questions

- Is there an app or device you like to use to track your physical activity?

- Have you ever forgotten your booklet, or forgotten to log your hikes in your booklet?

Some Answers

- "Fitbit – syncs with your phone"

- "Peloton, Apple Watch, Strava"

- "We have forgotten our books, but always log the hikes after anyway."

Amanda is a 30 year old occupational therapist who loves and **thrives in the outdoors**. Amanda struggles because she hikes pretty often, but feels like it is **impractical to log all of her mileage** because she has no way of doing so.

Goals

- Would like to enjoy a hike and **easily update mileage**
- Would love an **accessible map** to all hikes nearby
- If traveling would love a way to get **information about hikes** in the area

Amanda Pearsons

Frustrations

- Hates hiking in a new place **without a downloadable map**
- Hates losing track of mileage over a period of time because there is **not a way to log it**

Problem Statement

Minnesota Hiking club members, like Amanda, want to **feel prepared** for each new hike and **easily log the hikes** they complete.
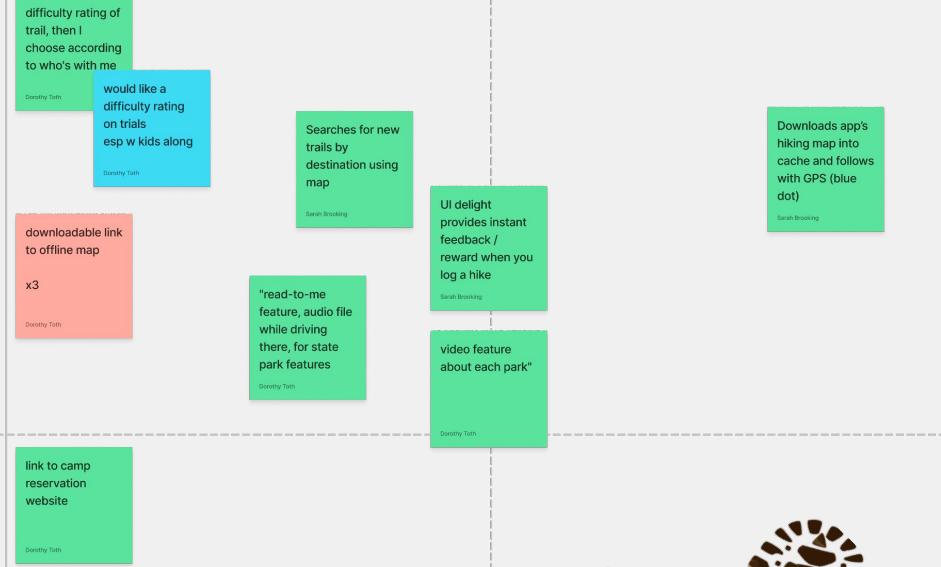
Hikers are currently conducting **their own trail research** on multiple platforms, searching for hike inspiration, trail description and safety details, and in addition, **manually logging their hikes in an easily forgotten booklet**.

How might we help the user **streamline the planning and logging processes** so they can focus on the joy of hiking?

Features &
User Flow

y-axis: user importance
x-axis: dev complexity

difficulty rating of trail, then I choose according to who's with me
Dorothy Toth

would like a difficulty rating on trials esp w kids along
Dorothy Toth

Searches for new trails by destination using map
Sarah Brooking

downloadable link to offline map

x3
Dorothy Toth

UI delight provides instant feedback / reward when you log a hike
Sarah Brooking

Downloads app's hiking map into cache and follows with GPS (blue dot)
Sarah Brooking

"read-to-me feature, audio file while driving there, for state park features
Dorothy Toth

video feature about each park"
Dorothy Toth

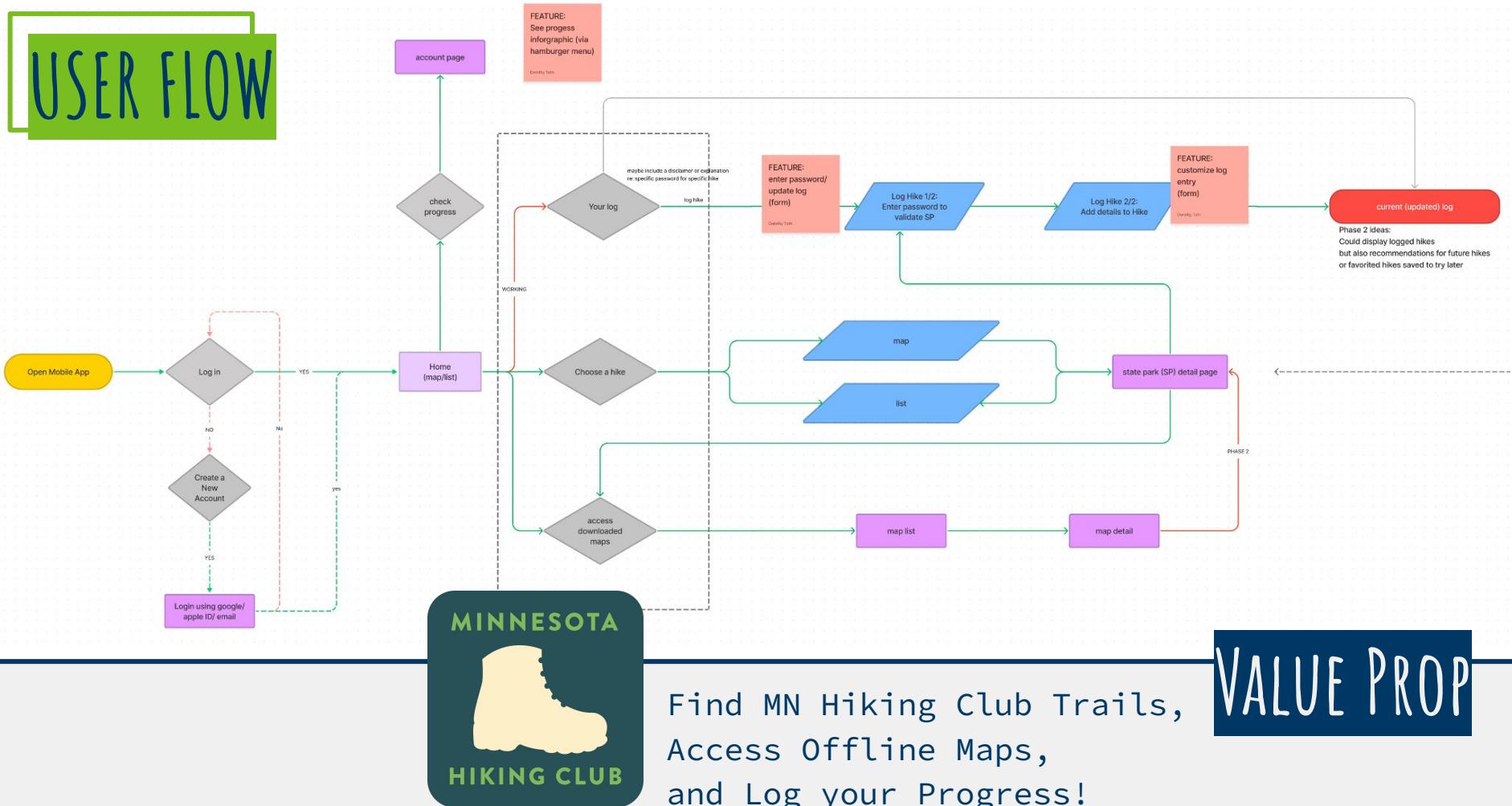link to camp reservation website
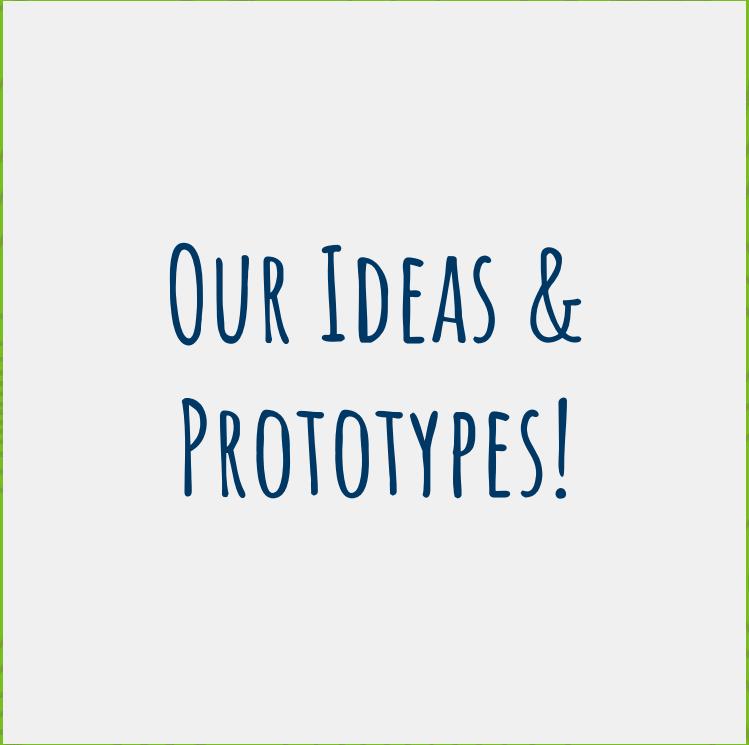*Dorothy Toth*

Figma working file

Feature Frenzy!

We sifted through **tons of great interview feedback** – and lots of great feature suggestions!

- Choosing a hike—
  map AND list views

- Read-to-me/**audio** features

- **Videos!**

- Redeem **rewards**

- Download manager for **offline Maps**

- **Reminder notifications…**

USER FLOW

FEATURE:
See progress inforgraphic (via hamburger menu)
Dorothy Toth

account page

check progress

maybe include a disclaimer or explanation re: specific password for specific hike

Your log

log hike

FEATURE:
enter password/ update log (form)
Dorothy Toth

Log Hike 1/2:
Enter password to validate SP

Log Hike 2/2:
Add details to Hike

FEATURE:
customize log entry (form)
Dorothy Toth

current (updated) log

Phase 2 ideas:
Could display logged hikes but also recommendations for future hikes or favorited hikes saved to try later

Open Mobile App

Log in — YES — Home (map/list)

WORKING

NO / No

Create a New Account

yes

YES

Login using google/ apple ID/ email

Choose a hike

map

list

state park (SP) detail page

PHASE 2

access downloaded maps

map list

map detail

MINNESOTA HIKING CLUB

Find MN Hiking Club Trails,
Access Offline Maps,
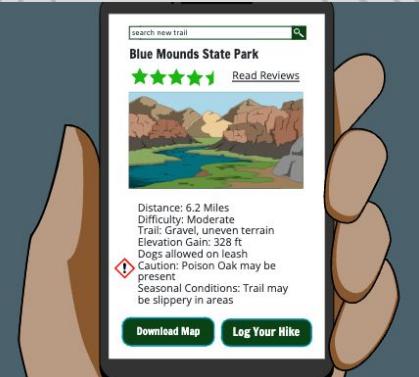and Log your Progress!

Value Prop

Our Ideas & Prototypes!

STORYBOARD

Amanda's friends are ready to hike, but Amanda forgot her MN Hiking club booklet and isn't sure how she'll remember to log her hike.

Amanda remembers another hiker told her about the Minnesota Hiking Club App.

She reads about the trail conditions. And not only can she log today's hike, she can also search other Hiking Club trails!

She downloads a map in case they lose phone signal along the way. She now feels completely prepared.
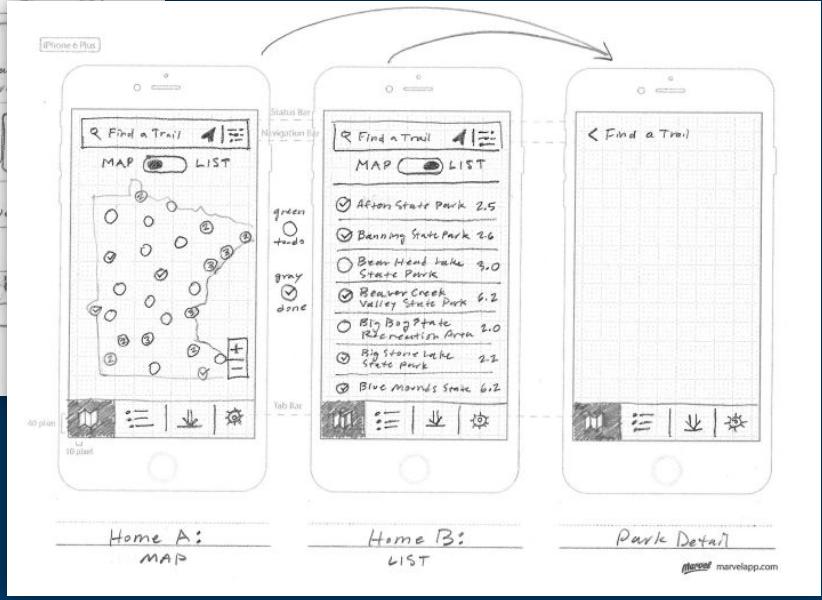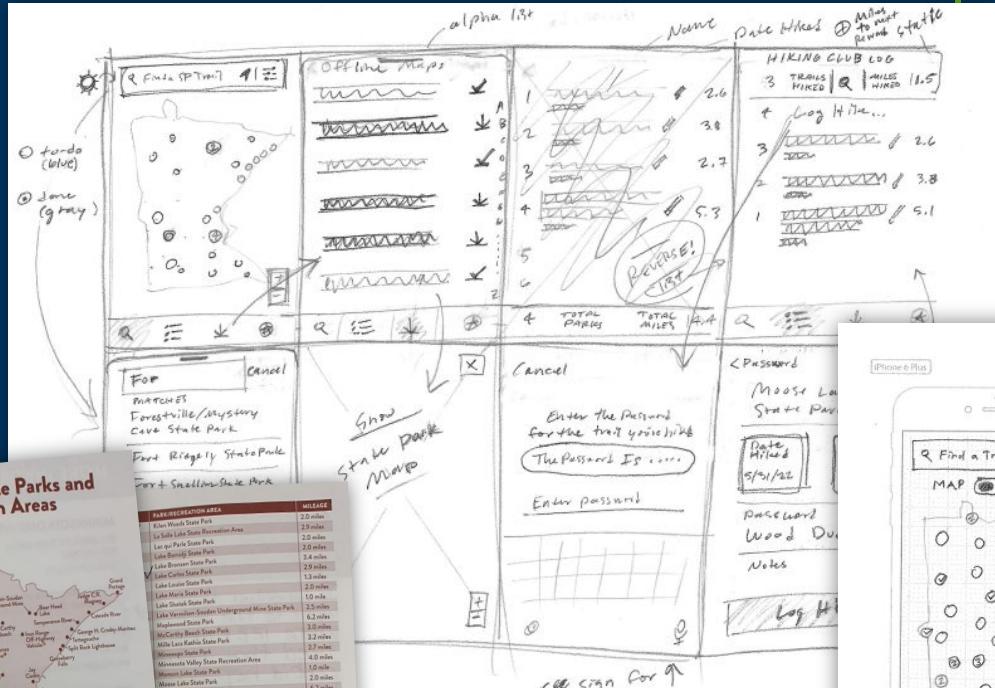
Amanda and her friends enjoy the hike together. Amanda notes the hike's password, confident she'll log it at her convenience.

When they regain phone service, Amanda easily logs her hike. She can view her progress, motivating her to plan her next hike.

Sketches

MINNESOTA HIKING CLUB APP

UI STYLE GUIDE

UI Style Guide

Logos

Colors

78BE21	003865	0D5257	53565A	D9D9D9	FFC845	E57200	A6192E

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Grotesque Black Italic
Brandon Grotesque Black
Grotesque Bold Italic
Brandon Grotesque Bold
Grotesque Medium Italic
Brandon Grotesque Med
Brandon Grotesque Regular
Brandon Grotesque Reg
Brandon Grotesque Light
Brandon Grotesque L
Brandon Grotesque Thin
Brandon Grotesque

Imagery

Iconography

| 25 MILES | 50 MILES | 75 MILES | 100 MILES | 125 MILES | 150 MILES | 175 MILES | ALL MILES |

| 6.2 HIKING CLUB TRAIL MILEAGE | HIKING CLUB TRAIL RATING | HIKING CLUB TRAIL MILEAGE 6.2 MILES | HIKING CLUB TRAIL RATING DIFFICULT | DOWNLOAD STATE PARK MAP OFFLINE PDF |

Buttons
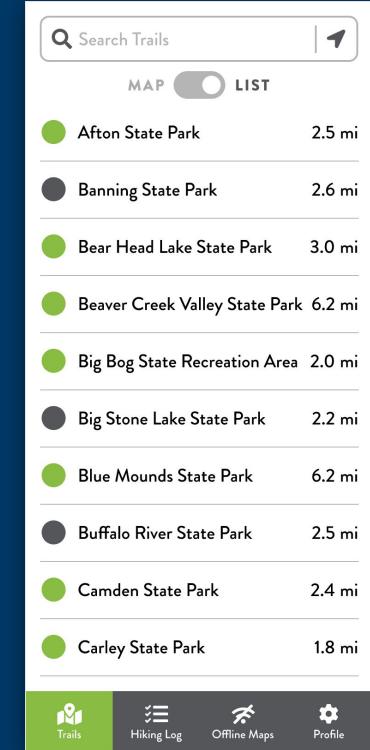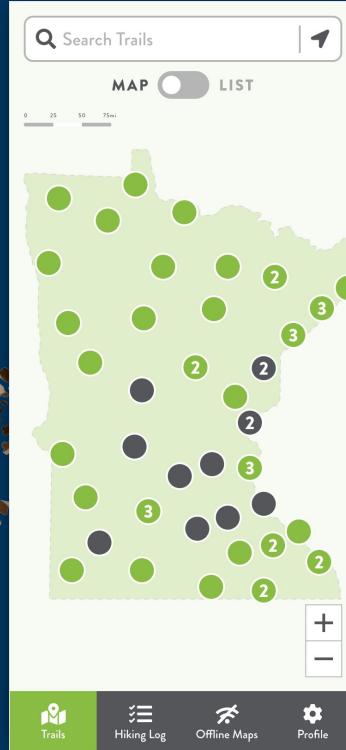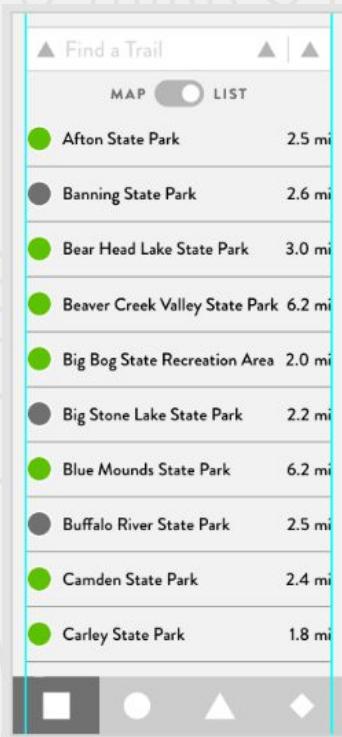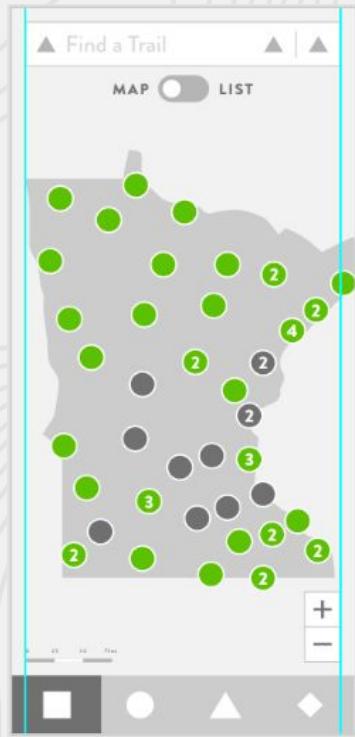
LOG HIKE | Sign In | Sign In with Google | Create a New Account

Low-Fi Wireframes

Find a Trail

MAP LIST

Afton State Park	2.5 mi
Banning State Park	2.6 mi
Bear Head Lake State Park	3.0 mi
Beaver Creek Valley State Park	6.2 mi
Big Bog State Recreation Area	2.0 mi
Big Stone Lake State Park	2.2 mi
Blue Mounds State Park	6.2 mi
Buffalo River State Park	2.5 mi
Camden State Park	2.4 mi
Carley State Park	1.8 mi

Hi-Fi Prototype

Search Trails

MAP LIST

Afton State Park	2.5 mi
Banning State Park	2.6 mi
Bear Head Lake State Park	3.0 mi
Beaver Creek Valley State Park	6.2 mi
Big Bog State Recreation Area	2.0 mi
Big Stone Lake State Park	2.2 mi
Blue Mounds State Park	6.2 mi
Buffalo River State Park	2.5 mi
Camden State Park	2.4 mi
Carley State Park	1.8 mi

Trails | Hiking Log | Offline Maps | Profile

Hi-Fi Prototype

Usability Testing

❤️ Fixed in App   ❓ Could Fix in App   🟢 Addressed in XD Proto   ⭐ Could Fix in XD Proto

Didn't see / notice the search bar.

Dorothy Toth

low contrast of text fields in dark mode

Dorothy Toth

low contrast of MN green

in app

Dorothy Toth ❤️

add verbiage to log hike button

in XD Proto

Dorothy Toth 🟢

had trouble finding anything that said "log" or "password.

in XD Proto

Dorothy Toth 🟢

wishes the button had words or different icon

in XD Proto

Dorothy Toth 🟢

change the floating button to a + symbol, or even include a button at the bottom that says "update hiking log"

in XD Proto

Dorothy Toth ❓ 🟢

add an + to the floating button, add a description, or add another button with text

in XD Proto

Dorothy Toth ❓ 🟢

text for toggle between map and list

in XD Proto

Dorothy Toth 🟢

tapping trails does not clear the search or take her back home = that didtn make sense

Dorothy Toth

add log hike button to Hiking Log page

in XD Proto

Dorothy Toth 🟢 ❓

icon for a 'hike that's been logged' an edit icon

in XD Proto

Dorothy Toth 🟢

wishes confirmation was more colorful, bigger

in XD Proto

Dorothy Toth 🟢

didnt see first confirmation to hit "Done"

in XD Proto

Dorothy Toth 🟢

add a prompt after logged hike that suggests viewing progress as well as logged hikes

could be in XD

Dorothy Toth ⭐

During Usability Testing, we tested multiple users on 3 main tasks:

1. Search for a new hike
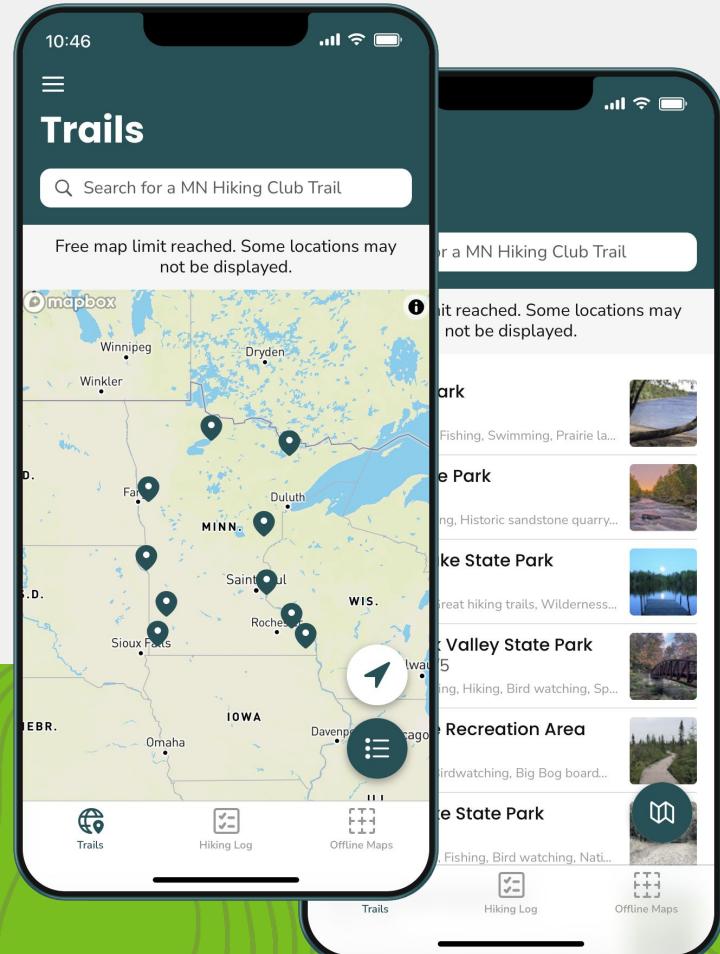2. Log Hike
3. View your Hiking Club progress

move Club Progress to be contained in the Hiking Log tab

in XD Proto

Dorothy Toth 🟢

finds profile, but goes to About instead of actual Profile

Dorothy Toth 🟢

confused where to find profile tried "My Account" instead

Dorothy Toth 🟢

User Testing Plan

Demo

Link to Glide
Prototype:

https://mnhikingclub.
glideapp.io/

Next steps

- **Trail conditions** — Live-time, detailed descriptions

- Trail **rating explanation** — definition of rating system

- Add **QR code scanning @ parks** — These could be simple, no-internet QRs that return a text password to auto-fill into the app

- **Reminders** to log hikes — could be geo-locational or timed

- **Color/icon-coded park status** — visual system for each park to quickly give a hike status

Get the Glide App!