

Brody's Journey



“I just want to skip the nonsense and have
a solid day at the slopes”

Planning

Brody Journey Map Part 1/10



Brody and some of his friends have decided to go up to Winter Park this coming weekend. It's currently Thursday, and their plan is to leave early Saturday morning so that they can get there when the lifts open. They plan to ski on Sunday as well, staying at a friend's house on Saturday night. It's Thursday afternoon, and Brody is starting to think ahead to the weekend.

THINKING:

"Alright I'm excited for this weekend. I wonder what the weather's gonna be like, I wanna make sure I stay warm. Also, I wonder if the Parsenn Bowl is going to be open. And if those guys from CU are gonna come up."

FEELING:

Excited. A little bit anxious

DOING:

Brody will likely check a weather app or WP's website to figure out weather and snowfall. He'll likely check WP's website to figure out if the Parsenn Bowl is open. And he'll probably text those guys from CU to see if they're going up.

COMMENTS:

There's an app "OnTheSnow" that lets people track snowfall, weather, and conditions like that. But not lift/run closures.

WANTS:

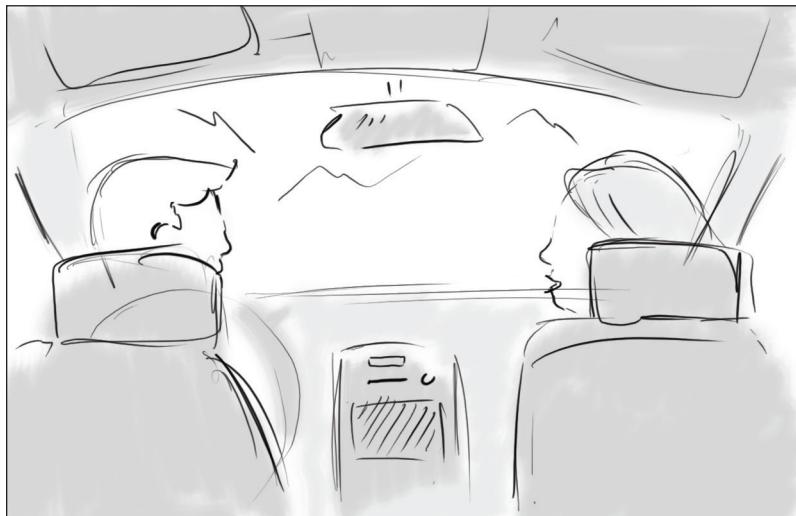
To know the conditions at WP the coming weekend. To know what all is open this weekend. To know if his friends are coming up.

IDEAS:

App could provide with forecast, snowfall, openness, etc. Could also have social feature, where "friends" indicate whether or not they're headed up to slopes. Could learn when he goes up to WP, and notify him a few days before of conditions. Also, notify him of when territories open up.

Pre Departure

Brody Journey Map Part 2/10



Brody contacts the CU guys and finds out that they might head up. He also finds out that the Parsenn bowl will in fact be open. It's now Saturday morning at 7am. Brody and his friends are about to make the 1hr 30min drive to winter park.

THINKING:

"Okay let's do this. We've got everything and are ready to depart. Hopefully this drive goes smoothly. I wonder if the pass is blizzarding or icy."

FEELING:

Excited. More anxious

DOING:

He may use a navigation app to get there, but that's not certain considering he drives to WP pretty often. He still may use a nav app to check out road conditions, or a weather app, or WP's website.

COMMENTS:

He'll probably also want to check some of the things he first checked in "Planning"

WANT:

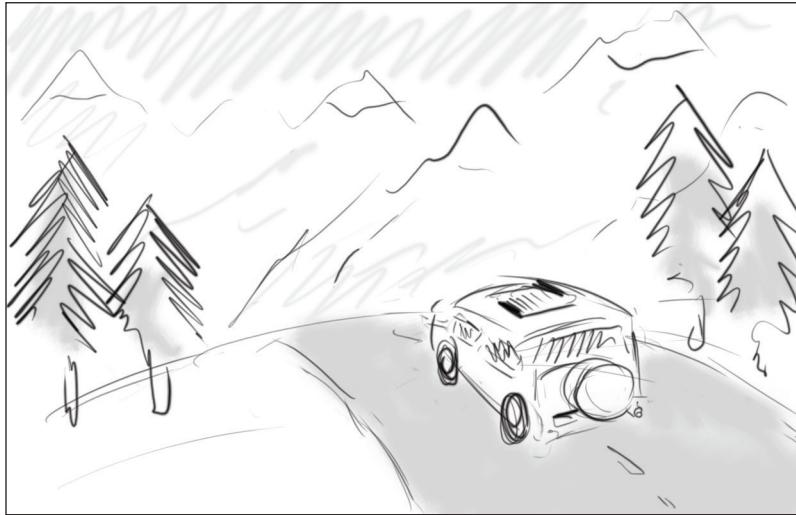
To know the conditions of the pass.

IDEAS:

If in the social aspect of the app he's indicated that he's going up that weekend. Then app could notify him of pass conditions that morning of. There could be a place in the app that just permanently indicates road conditions.

Arrival

Brody Journey Map Part 3/10



Brody and his friends have successfully made it up to WP and are nearing the parking lots.

THINKING:

"Alright, here we are. We want to park as close as possible without having to walk. I guess I'll go and check if the main lot is filled up ,and if it is we'll just go over the overflow lot and take the shuttle."

FEELING:

Frustrated, anxious, impatient.

DOING:

He'll drive over to see if the closest lot is filled up, then if it's full, he'll probably start working his way back and park at the nearest lot that has space.

COMMENTS:

Brody probably already has a routine and is knowledgeable about the lots.

WANTS:

To park as close as possible. To know which lots are filled. To know the closest lot he could park at is.

IDEAS:

There could be a sign at the entrance of the facility that indicates which lots are full. App could also identify when which lots are full. This could be something that WP indicates or something that users indicate, like "Waze".

Preparing for skiing/snowboarding

Brody Journey Map Part 4/10



Brody and his friends park their car and make their way to the lifts. They grab a picnic table in the village area so that they can put on all their gear. And make a plan for what they're going to do first. Two of the friends Brody is with, Matt and Lexi, are not as skilled as Brody, so they'll probably be doing different runs throughout the day than Brody will be.

THINKING:

"Sweet, we finally made it! I really want to hit up the Parsenn Bowl first. I hope it's groomed. Also I wonder if those CU guys are here yet. If they're here I'll probably meet up with them soon, and just meet up with Matt and Lexi later for lunch or something."

FEELING:

Excited. Comfortable.

DOING:

Brody will probably text the CU guys to see if they're there. He'll likely make a plan of when and where to meet back up for lunch.

COMMENTS:

WANTS:

To know what runs are groomed. To know if his other friends have arrived yet.

IDEAS:

- App could indicate which runs are groomed or not. Maybe provide a grooming schedule.
- Social aspect of app could let Brody see who all out of his friends are at the Park. As soon as he arrived it could notify him who all is there. Or there could be a whole "welcome to winter park" module that gives him a rundown (friends that are there, trails that are groomed, weather forecast, etc.)
- There could be a planning feature that lets you create a group, then "plan" the day. Say where you're getting lunch, etc. Your friends could see your "plan" and choose to join in if they'd like.
- Feature where when you've entered another territory you can notify your friends.

Hitting an icy patch

Brody Journey Map Part 5/10



Brody plans to meet back up with Lexi and Matt at 1 for lunch at Snoasis. He then calls the guys from CU and learns that they are coming to WP but won't get there for another hour. The CU guys tell Brody that they're going to go straight to Mary Jane and that they'll meet him at Sunspot, the restaurant at the top of Mary Jane.

Brody decides he'll kill the hour by doing a few runs at Parsenn Bowl. He heads over there and does a couple nice groomed runs. But then he comes down Parrys Peak and runs into a few large ice patches.

THINKING:

"Damn, this is really annoying. I'm definitely not coming down Parrys Peak again."

FEELING:

Annoyed.

DOING:

Brody will probably just make a mental note and avoid that area for the rest of his day.

COMMENTS:

WANTS:

To avoid Icy patches in the future. Find an alternative route where he could avoid ice.

IDEAS:

There could be a "Waze-Like" system where Brody could see where other users had reported the run being icy, as well as report when he encounters an ice patch himself.

Could notify him (via apple watch and phone) when he's on a run that ice has been reported on. "Heads up, it looks like ice patches have been reported on your current run, Parry's Peak"

Could also do this same thing for catwalks/flat areas. So he knows to pick up speed.

Also, to confirm reports, after Brody goes through an area that's been reported to have an ice patch, it could ask him to verify. "Is it still icy?"

Hopping on a lift to meet his friends at the top

Brody Journey Map Part 6/10



It's nearing an hour so Brody gets on a lift and heads up to Sunspot.

THINKING:

"What time is it again? I wonder if the CU guys have made it here yet, I hope I can find them easily. I wonder what they're going to want to hit. What are Lexi and Matt up to?"

FEELING:

Comfortable. Inquisitive.

DOING:

He may pull out his phone on the lift, if it's not too cold. He'll either call or text the CU guys to figure out if they're there or not. Same with Lexi and Matt.

COMMENTS:

WANTS:

To know the time. To know if his CU friends have made it there yet. What his other friends are up to.

IDEAS:

At these "checkpoints" (areas where lots of lifts converge or start, where people often meet), users could check in which would notify other users. They could check in via a physical kiosk, or just via the location services on their device. For watch it could be as simple as "It looks like you're at Lariat, Check in?" Could also be completely automated.

Also, if possible, it could link with their pass so that whenever the scan to get on a lift, it could notify.

Whenever he hops on a lift, it could give them another "rundown" which would tell him where all of his friends are, weather conditions, how long the lift takes, what runs it takes you to.

Heading over to get back up to the Parsenn Bowl

Brody Journey Map Part 7/10



Brody Meets up with the CU guys at Sunspot and they start doing some runs and eventually work their way over to Vasquez Ridge. They get tired of Vasquez and Brody starts talking to them about how there were some pretty good groomed runs over at Parsenn Bowl. They decide to make the journey across the mountain to get to the Panoramic Express lift. They get to the Panoramic Express and see that it's closed because it's too windy up at the peak.

THINKING:

"Damn, this is annoying. We came all the way over here and it's closed. I wonder when it will be open? Well, I guess we'll just do something else"

FEELING:

Mad

DOING:

He'll most likely just be annoyed and seek for something else to do.

COMMENTS:

The lift operators often won't know an exact time that the lift will open, but they'll have a rough estimate. When lifts go down that's definitely recorded somewhere because Winter Park's website has that info.

WANTS:

To have known beforehand if the lift up to the Parsenn Bowl was closed. To know when it will reopen.

IDEAS:

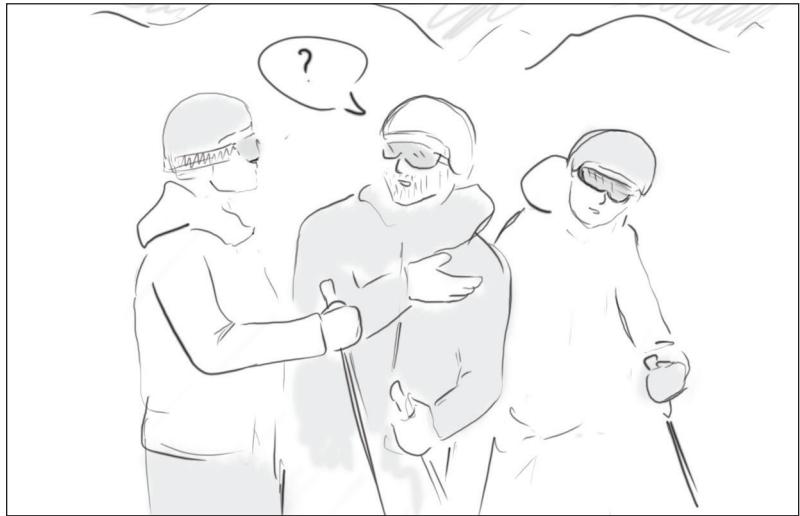
Provide him with a notification whenever lifts are shut down. If he's going down a run that leads to a lift that's not running, notify him.

A live map that shows whether or not lifts and runs are open.

A way to see when a lift might reopen

Figuring out what they should do next

Brody Journey Map Part 8/10



Brody and the CU guys are at loss at this point. They're unsure of what they should do next.

THINKING:

"Alright well, I don't want to go all the way back over to Vasquez Ridge. I guess we could find something cool around here to hit."

FEELING:

Disappointed. Curious.

DOING:

He'll probably start thinking about what other runs are in the area, or ask his friends. He may look at his map to figure out somewhere else to go.
Comments:

WANTS:

To know of somewhere cool to go next.

IDEAS:

Maybe have some sort of top runs area. Or what's popular around the user. Or suggest runs that have similar characteristics to what they were doing earlier. Or if they knew what some of their other friends were doing maybe they'd go and join them. Or it could suggest runs they haven't done in a while.

Whenever you get on a run it could give you a profile of it. (Elevation change, distance, etc.)

Or when you get to a split you can consult the app to see the difference between the runs.

Departing friends and heading up to Snoasis

Brody Journey Map Part 9/10



Brody and the CU guys find some cool runs around the area that they'd never really spent a lot of time on. It gets close to 1 so Brody decides to depart and head up to Snoasis to meet Lexi and Matt.

THINKING:

"It's about 12:30 now, I should probably head up to Snoasis soon to meet Matt and Lexi. I'm not entirely sure how to get there from here. I wonder if they're there yet"

FEELING:

Slightly tired. Curious.

DOING:

He'll probably consult either his paper map or one of the kiosk maps to figure out how to get to Snoasis. He'll probably call either Matt or Lexi to figure out where they are.

COMMENTS:

WANTS:

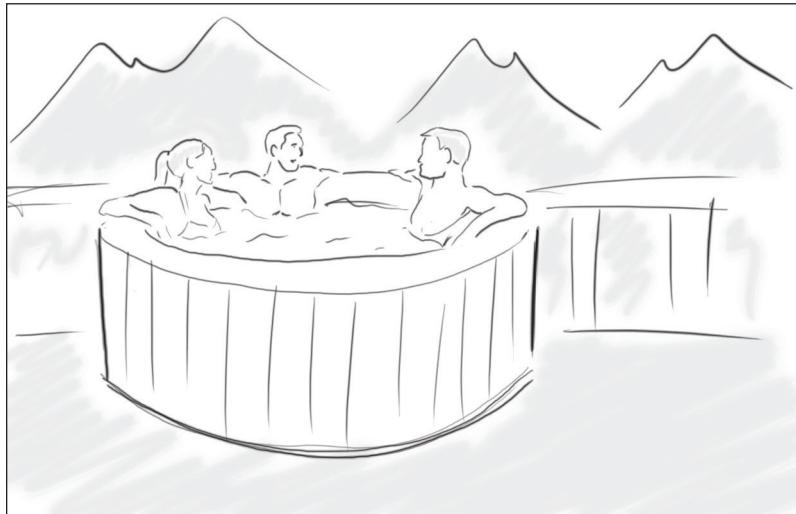
To know how to get to Snoasis. To know if Matt and Lexi are there yet.

IDEAS:

There could be a navigation function where Brody could input where he wanted to go and it would tell him what lifts and runs he needed to take to get there. Also just like the checkpoints, users could check in at restaurants as well.

Heading into town

Brody Journey Map Part 10/10



Brody finishes out the day skiing with Lexi and Matt. They head into town to their friends condo, who is getting there with another group of friends that night, Saturday.

THINKING:

"That was a pretty good day. Tomorrow, I definitely want to head back to those runs we did around panoramic express. I wonder how many runs I did today. It felt like a lot. I also definitely want to go back up to the Parsenn Bowl. I hope it's open"

FEELING:

Accomplished. Relaxed.

DOING:

He may go to Winter parks website to figure out if the Parsenn Bowl is open.

COMMENTS:

WANTS:

To have a look back on his day. To know what the next day is going to look like.

IDEAS:

There could be a "recap" feature that summarizes all that Brody did during the day.

If app recognizes that Brody is staying in WP for the night, update him on conditions for the next day.

Robert's Journey



“Winter Park is my home and I want me
and everyone to enjoy it to its fullest
capacity.”

Figuring out when they can ski next

Robert Journey Map Part 1/6



Robert and his wife have stayed in the past few days instead of skiing because they haven't had much snowfall lately and the last time they went out the runs were icy. However, they're starting to get the ski bug again and want to make it out to the slopes. Problem is, they'd rather not put up with poor conditions or icy runs, and would rather wait it out until the conditions are better. But Robert is getting antsy and wants to know when the conditions are going to get better.

THINKING:

"I wonder when we're going to get some snow, I really want to make it back out to the slopes."

FEELING:

Curious. Frustrated.

DOING:

Robert will likely check a paper to figure out the forecast. Or he might just call the resort and ask. If he's tech savvy enough he might check a weather app, or WP's website.

WANTS:

To figure out when skiing conditions are going to get better.

COMMENTS:

What makes skiing conditions good: Fresh snowfall aka "powder". When the sun melts the snow, then it freezes, that is when the runs are "icy". "Icy" is bad, it makes for bad skiing.

IDEAS:

App could send daily updates on conditions. There could be a dashboard that showed forecast. Voice interfaces are more usable among elderly, so possibly consider if he has a smart speaker.

About to head to the slopes.

Robert Journey Map Part 2/6



Robert finds out that they're supposed to get some snowfall around Tuesday afternoon/night, so the conditions on Wednesday should be pretty good. Wednesday morning rolls around and Robert and his wife are anticipating a great day on the slopes.

THINKING:

"Alright we got a good amount of powder here at our cabin, let's hope the conditions are the same at WP"

FEELING:

Excited.

DOING:

Robert may again call the resort to figure out the conditions. If he's tech savvy enough he'll check online

WANTS:

To be assured that the conditions up on the slopes are nice.

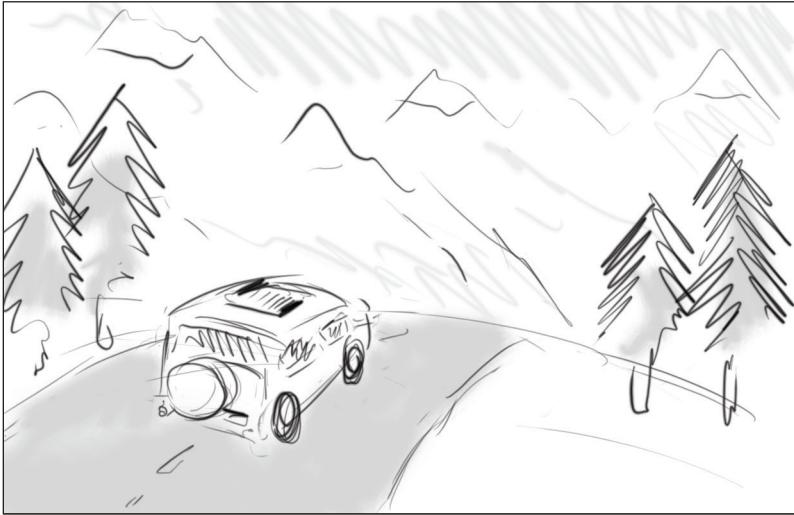
COMMENTS:

IDEAS:

App could notify users whenever resort gets fresh snowfall.

Arriving at the base

Robert Journey Map Part 3/6



Robert and his wife collect all of their gear and head to WP. They make the 15 minute drive from Fraser to the base of WP.

THINKING:

"Looks like they did have a good amount of snowfall here down at the base. Now I want to park as close as possible, maybe we'll park in that satellite lot and take the shuttle in. I hope the shuttle is running today."

FEELING:

Excited. Anxious.

DOING:

Robert may drive up to the closest lot to see if its full. He also might just go straight ahead and park in the satellite lot. He may check the signs, or call the resort to make sure the shuttles are running.

WANTS:

To minimize how far him and his wife have to walk to get to the lifts.

COMMENTS:

Unless it's a weekend. The satellite lots often have a good amount of parking space in them.

IDEAS:

Before they arrive at the resort, the app could send them an update on the parking conditions (which lots are full, if the shuttles are running or not, etc.). There could also be a place in the map where they see all of this.

Heading to get food

Robert Journey Map Part 4/6



They make it to the lifts and head up to their favorite area, Eagle Wind. They spend the morning leisurely skiing. Lunchtime rolls around and they start to get hungry. Robert keeps up with the resort news and recalls that there's a new restaurant opening up on the other side of the mountain. Although he can't remember the exact opening date. Robert and his wife decide to make the journey over to the restaurant-to-be, and are disappointed to find that it's not yet open.

THINKING:

"Man that's disappointing. I wish I would've known they weren't open yet. When do they open anyways?"

FEELING:

Disappointed, Frustrated.

DOING:

Robert may ask around to find out what date the restaurant is opening on. After finding out that the restaurant is not yet open, Robert and his wife will likely just head somewhere else to eat.

WANTS:

To have known when this restaurant was opening. Know when it does open.

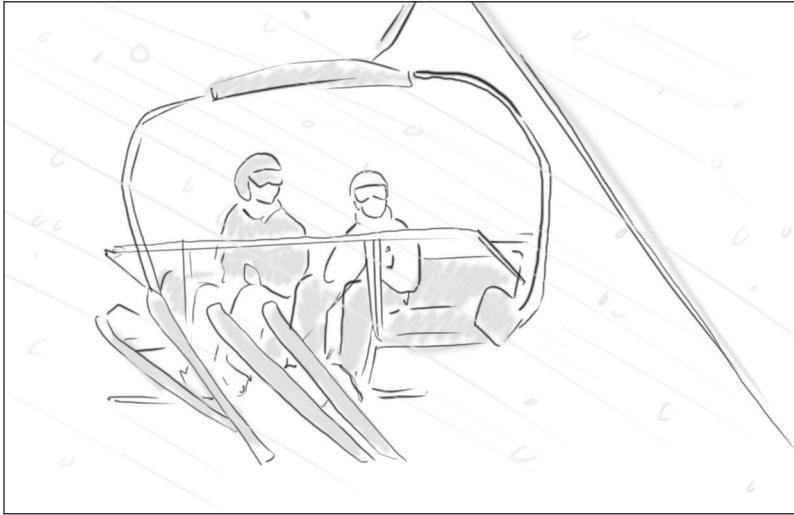
COMMENTS:

IDEAS:

Robert could subscribe to some sort of newsletter where he is kept updated on stuff like this. There could be a "what's new" section of the app that details what all is new around the park. There could be a restaurants section where users could retrieve more detailed info on the restaurants.

Conditions start to worsen

Robert Journey Map Part 5/6



Robert and his wife decide to eat up at Lunch Rock instead. After lunch they decide to head up to the Parsenn Bowl for some more skiing. It's beginning to flurry a little bit but Robert and his wife decide to get on the Panoramic Express to head up to the Parsenn Bowl anyways. While they're on the lift, conditions start to worsen.

THINKING:

"Oh boy, I hope it's not going to get any worse than this. I really don't want to get stuck on this lift. We also have a long ways to go before we get to the top so it's bound to be worse up there. I wish I had known the conditions were going to worsen before we got on this lift"

FEELING:

Worried.

DOING:

There's not a whole lot he can do considering they're on a lift. Robert may pull out his phone to check out the forecast, but it's unlikely he'd want to pull out his phone on a lift during rough weather.

WANTS:

To have known beforehand that the conditions were going to be bad. To know what the conditions are going to look like in the future.

COMMENTS:

IDEAS:

There could again be a conditions section of the app detailing forecast, snowfall, etc. Could notify him whenever bad weather is supposed to blow in.

Heading home

Robert Journey Map Part 6/6



Robert and his wife make it up to the top and ski down despite the worsening conditions. It's a bit too much for them so they decide to call it a day and head back to Fraser.

THINKING:

"It's too bad the conditions weren't all that great but oh well. I wonder if we'll be able to come out tomorrow?"

FEELING:

Curious.

DOING:

Whenever he gets home he may call the resort to figure out what the weather is looking like tomorrow. If he's tech savvy enough he may check an app or WP's website.

WANTS:

To know what the conditions are going to look like in the future.

Comments:

IDEAS:

There could again be a conditions section of the app detailing forecast, snowfall, etc. It could notify him the night before about what the conditions for the next day are anticipated to look like.

Jessica's Journey



“Skiing is alright, I’m mainly here to explore around and have a good time with my friends!”

Finding somewhere to eat.

Jessica Journey Map Part 1/7



Jessica and four of her closest friends have decided to go on a ski trip to Winter Park. They've taken off from work and made all the necessary reservations they need for a successful trip. They fly into Denver and take the shuttle up to Fraser, a town near WP in which they've rented an Airbnb. They go to Christy's sports to rent their gear, then head back to their Airbnb where they get a good night's rest. They get up early the next morning and take the shuttle to the WP base.

Jessica and everyone in her group are familiar with skiing. So they go ahead and gear up and hop on a lift. They ski some blues and greens for the majority of the morning. Lunchtime rolls around and they're getting hungry and starting to think about getting a bite to eat.

THINKING:

"I know this is a huge resort and I've heard great things about all of their food. We should go somewhere that's kind of near us so we don't have to waste a lot of time. I want to make sure it's good though. And ideally even get some drinks while we're there. I also don't want it to be too expensive."

FEELING:

Curious. Hungry. Excited.

DOING:

She'll likely consult either a paper map or a kiosk map to find somewhere to eat. She may try to look up the restaurants on the internet in order to figure out the more nuanced details about them.

WANTS:

To access info about the restaurants (whether or not they serve alcohol, their price, etc). Find out where the restaurants are.

COMMENTS:

The current maps don't have any details about the restaurants. Just their names.

IDEAS:

An interactive map that would let Jessica press on a restaurant and learn more about it. Its hours, the kind of food they serve, possibly even the menu, etc.

Heading to Snoasis

Jessica Journey Map Part 2/7



Jessica and her friends decide to eat at Snoasis.

THINKING:

"Alright now how do we get there?"

FEELING:

Curious. Hungry. Excited.

DOING:

She'll likely consult either a paper map or a kiosk map to figure out how to get there.

WANTS:

Information on how to easily get to Snoasis

COMMENTS:

IDEAS:

There could be a routing function within this map that would operate much like other nav apps work. It would tell you what lifts/runs to take to get there. Could even highlight this path on interactive map, then send "turn-by-turn" to the watch.

Deciding what to do next

Jessica Journey Map Part 3/7



They make it to snoasis and get some food. During their lunch, they start trying to decide what to ski next.

THINKING:

"Okay what we did early was pretty fun but I want to see something new. And probably try something a little more challenging. I really like the ones that are kind of steep and smooth"

FEELING:

Eager.

DOING:

While eating, they'll likely pull out a paper map and take a look at it in order to figure out some new runs to go to.

WANTS:

To find some new runs to go to.

COMMENTS:

There is an app "OnTheSnow" that has little bios and profiles on a lot of the runs at winter park. Oddly enough, the mobile version does not contain this info.

IDEAS:

In the mobile map, Jessica could click on the runs names to learn more about them. Or there could be a master list of runs that she could access this info from. Maybe suggest trails based on the ones she's been skiing on, ones that have similar qualities.

Deciding which way to go

Jessica Journey Map Part 4/7



They decide that they should go and check out Mary Jane. They haven't been to it yet but know that it's Winter Park's most famous slope. So they finish up their meal, ski down, and take the lift up to the beginning of Mary Jane. They get off the lift and follow the signs to the runs start. They have a good time skiing down, occasionally taking breaks. They get to a split where they can either continue on Mary Jane, or split off onto Lower Arrowhead Loop.

THINKING:

"I don't know which way to go, Mary Jane's been pretty fun but Arrowhead may be even better."

FEELING:

Curious. Confused.

DOING:

Jessica will likely judge which run to take by looking down each one and making an evaluation.

WANTS:

To know the differences between each trail.

Comments:

IDEAS:

Whenever she gets to a split, it could quickly prompt her and give her some glanceable information on both of the runs.

Crashing

Jessica Journey Map Part 5/7



Jessica decides to split off onto Lower Arrowhead Loop while the rest of her friends continue on down Mary Jane. They plan on meeting up at the bottom. Jessica is struggling getting down Lower Arrowhead Loop and ends up crashing. Nothing too bad, but it takes her a few minutes to re-collect herself.

THINKING:

"Damn, that kind of hurt. Ugh, this is definitely going to delay me getting down to the bottom of the lift, I hope my friends wait for me"

FEELING:

Frustrated. Distraught.

DOING:

She'll re-collect herself. Potentially try to call her friends to let them know to wait up.

WANTS:

For her friends to know what happened so that they'll wait up for her. If the crash was bad enough and she's stuck in powder, she'd probably want some help from her friends to help pull her out.

COMMENTS:

After crashing while skiing, it could take anywhere from 30 seconds to 15 minutes to re-collect yourself and get back on track. If the crash is bad enough, medical services will come aid you, and in the worst case, take you down to the base of the mountain.

IDEAS:

Accelerometer could detect when Jessica has crashed. It could ask her if she'd like to let her friends know that she crashed. She could denote the severity of the crash, so that her friends know that she's okay. If it's bad enough, she could call for medical services.

Trying to find her friends

Jessica Journey Map Part 6/7



After Jessica recollects herself, she heads on down to the bottom where the two runs meet up. She arrives at the bottom and doesn't see her friends. Since she was taking a while, she assumes that maybe her friends went ahead and took the lift up, possibly because they may have thought that she had already gone up. So Jessica makes the decision to get on the lift.

THINKING:

"Ugh, where could they have gone. I hope they're up here at the top"

FEELING:

Frustrated. Distraught.

DOING:

She'll likely try calling her friends to figure out their whereabouts.

WANTS:

To reunite with her friends. Know where they are. Know whether or not they got on the lift.

COMMENTS:

IDEAS:

App could let users know whenever someone in their "group" gets on a lift, or arrives at a convergence point, much like in Brody's journey map.

Heading back to base camp

Jessica Journey Map Part 7/7



Jessica makes it to the top and reunites with her friends, who had went ahead and went up the lift because they thought Jessica had.

They continue to ski a few more runs. It's starting to get late so they decide to head back to the base.

THINKING:

"I'm worn out, and definitely ready to call it a day. I have no idea how to get back to the base camp from here though"

FEELING:

Tired. Confused.

DOING:

Jessica will likely consult a map in order to figure out how to get back. At this point she's going to be pretty tired so a non-challenging way would be best.

WANTS:

To get back to base camp as easily and quickly as possible

COMMENTS:

IDEAS:

Back to the nav idea. When navigating to a destination, Jessica could say that she wants to get there via easy or hard way.

Amy's Journey



“My top priority is my boys staying safe
and having fun.”

Planning

Amy Journey Map Part 1/10



Amy and her husband Greg have decided to take their two boys, 8-year-old Jake and 13-year-old Cody on a ski vacation to Winter Park over winter break. Jake and Cody have never skied before, but Amy and her husband Greg used to ski back in the day. Amy is planning on signing the boys up for lessons. It's early November now and they're planning on going sometime in early January. Amy is starting to look into what all she needs to get done for a smooth trip.

THINKING:

"What all do I need to get done? I want to get all of this sorted out before hand, no surprises. I want my kids to have a great instructor too"

FEELING:

Anxious. A bit excited.

DOING:

She'll likely think back to ski trips she's taken in the past to remember all of the stuff that goes into planning one. She'll likely head to WP's website in hopes to get some insight on how to go about planning the trip and booking lessons. She'll probably spend a lot of time learning about lessons.

WANTS:

To know what she needs to get done. How to go about doing the different steps. Possibly a weather report. Info on getting there. She'll probably want to look into lessons pretty heavily.

COMMENTS:

WP's website already has a fantastic section showing potential visitors what all they need to get done to plan a successful trip. Lodging, Rentals, Lift Passes, Lessons, Deals, and Transportation are all touched on.

IDEAS:

It would probably be too much for an MVP to put all the planning functionality into the app. And it would maybe not even be necessary at all. However, App could provide a checklist of sorts, to help Amy along process. Or it could update with the things she's booked. So there's a "bookings" section that has the details about everything she's booked. For example, when she books ski rentals it updates this section and shows her what days the skis have been rented for, where to go to get them, etc. On the main site, maybe add something where Amy could browse the instructors, and learn about them.

Departure

Amy Journey Map Part 2/10



Amy books everything they need for the trip, rentals, an instructor for the boys, lift passes, a ski-in-ski-out condo on the Winter Park premises.

Now, it's a few days before Amy's family departs for Winter Park. They'll be driving the 10 hours from Oklahoma City to Winter Park.

THINKING:

"I hope everything is sorted out, I want to double check that it is. Let's make sure we have all of our gear together, especially clothing, ski pants and jackets, buffs, gloves."

FEELING:

Anxious

DOING:

She'll likely go back to the websites she booked the amenities with to confirm that everything is still squared away. She'll lay out all of her family's gear in the living room to make sure they have everything. She'll probably also start looking into road conditions to make sure they can make the trip safely.

WANTS:

Confirmation that all of their bookings are in order. Assurance that they are bringing all the gear they need. To know the conditions of the pass.

COMMENTS:

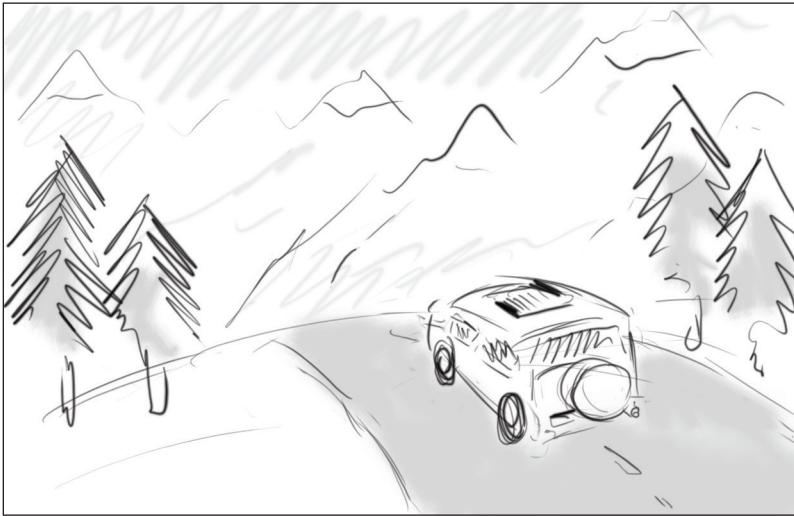
IDEAS:

A few days out from her trip, WP could give her a "ready for your trip?" email or notification that would indicate that everything was in order: rentals, lodging, etc. With details on each one. This email or notification could also give a forecast, and indicate the conditions of the pass.

Alternatively, she could just check all this stuff via the app. She'll probably want to check up on this stuff fairly regularly throughout their trip to Winter Park.

Arrival

Amy Journey Map Part 3/10



Amy and her family make the drive from OKC and are about 30 min away from the park.

THINKING:

"Okay where exactly is our condo and how do we get to it? Also, where do we park? How do we get into the condo once we're actually there?"

FEELING:

Anxious

DOING:

She would potentially call the resort to hash out these details. She also may go back to the booking confirmation email in hopes to retrieve this sort of info. She would probably ask an attendant once they actually got to the resort for this sort of info as well.

WANTS:

Information on how to get into their condo and where to park.
Comments:

IDEAS:

This could all be included in this "bookings" page of the app. It could prompt her once she started nearing the resort.

Picking up Gear

Amy Journey Map Part 4/10



Amy and her family get settled into their condo. Their next step is to go get fitted and pick up their ski gear, so that they can go straight to the slopes the next morning.

THINKING:

"Where do we go to get the gear? It comes with helmets right? I hope I remembered to reserve for 4 people. I hope they're still open."

FEELING:

Slightly relieved that they finally made it to the condo. But also anxious about the next step of getting their gear.

DOING:

She would maybe ask that attendant where they would need to go to rent their gear. She also might consult a facility map. She also might call the front desk in order to figure out where the rental place is. Or she might call the rental place itself. She'll navigate back to her confirmation email to confirm that she did in fact reserve gear for four people and that it comes with helmets.

WANTS:

To know the whereabouts and hours of the rental facility. To make sure her rentals are all in order.

COMMENTS:

The rental facility is open pretty late. They also include helmets for a slight extra charge.

IDEAS:

Again, this could all be included in this "bookings" page of the app. It could prompt her once she's at the resort. It could also include a map of the base camp itself.

Getting ready for the next day

Amy Journey Map Part 5/10



They go and get all of their gear and head back up to their condo. They're getting ready to go to sleep so that they can get up early ready to ski the next day.

THINKING:

"Okay where do I need to drop the boys off for ski school tomorrow morning? What's the instructors name again? What's the weather going to be like tomorrow? How warm should we dress?"

FEELING:

Relatively relaxed, but also a bit anxious for the coming day.

DOING:

She'll again consult a confirmation email to figure out where and when ski school is. She'll probably look for info on the instructor through this email too. She'll probably check a weather app or WP's website to figure out weather conditions.

WANTS:

To know where and when to drop off her kids for ski school. Make sure her family is dressed appropriately for the conditions tomorrow.

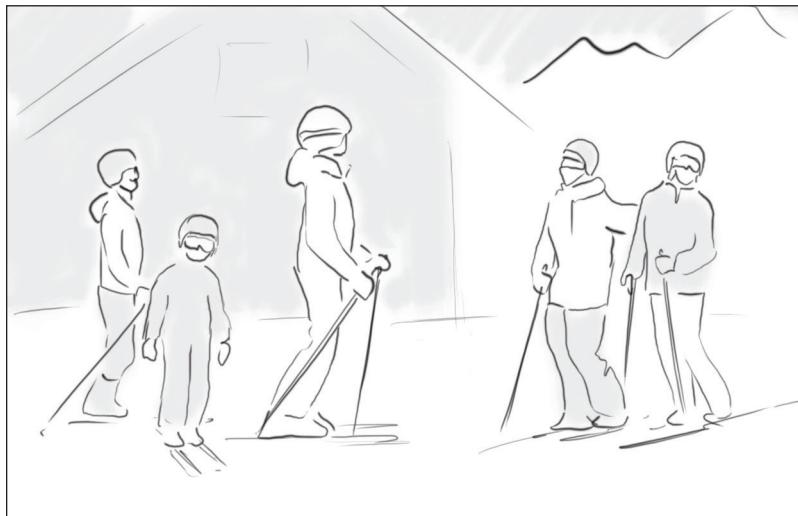
COMMENTS:

IDEAS:

Again, this could all be included in this "bookings" page of the app. All of this could be centralized in the app so it's not such a disparate experience. She won't have to keep retrieving specific confirmation emails

Dropping off the kids at ski school

Amy Journey Map Part 6/10



Amy and her family wake up ready for the day. Her and Greg take the boys and drop them off at ski school and meet their instructor. Amy and Greg plan on doing their own thing while the kids are in ski school, but want to meet up with them or at least check in with them at lunch.

THINKING:

"Great, this instructor seems really good. I feel like they'll be in good hands. I just want to make sure they're safe and having fun. It'd be great if we could meet up with them mid-day"

FEELING:

Assured.

DOING:

She'll likely ask the instructor some questions. Where will you be skiing at? Where do you think you'll break for lunch? Can we come and meet you for lunch? Can I give you my cell number so that if anything goes wrong you can call me?

WANTS:

To be assured that her kids are going to have a safe and fun learning experience. Stay in touch with their progress and plan for the day.

COMMENTS:

These instructors are really top notch. Very sociable and patient. It's not uncommon for someone to have a "go-to" instructor for their inexperienced friends. They're usually happy to accomodate.

IDEAS:

Maybe the instructor could have a tracker that Amy could connect with. So that she could know where they are throughout the day, which lifts they're getting on, etc. Also could provide her with a way to message the instructor. The instructor could provide updates throughout the day on the boys progress. There could be a schedule showing the instructors plan for the day, showing where and when their planning on eating lunch.

Picking the boys up from ski school

Amy Journey Map Part 7/10



Amy and Greg go and leisurely ski some greens and blues until they get a call from the boy's instructor letting them know they're eating down at the base for lunch. Amy and Greg go down and eat with their boys. They split up again and Amy and Greg ski on their own while the boys finish out the day with their instructor. They all meet up at the end of the day when the slopes are closing. Amy, being satisfied with her boy's lesson experience, thanks the instructor and leaves him a tip.

THINKING:

"Wow, that instructor was great and kept us updated. It also seems like the boys had a great time and learned a lot."

FEELING:

Happy

DOING:

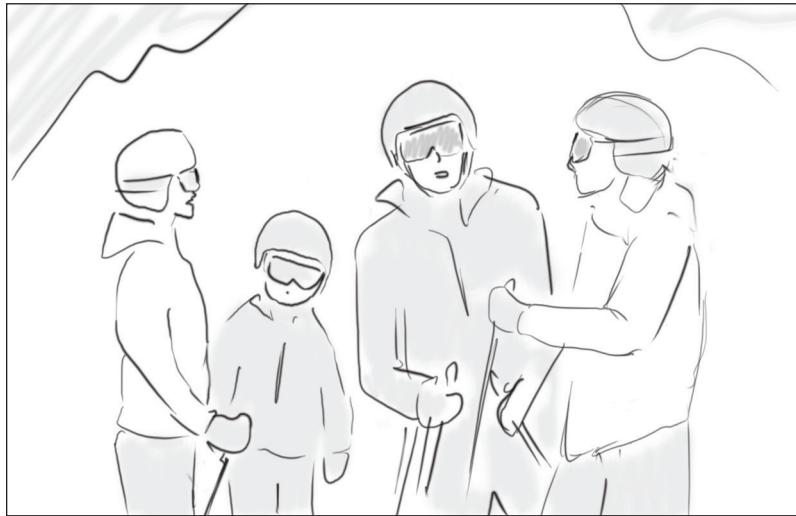
Tipping the instructor. Thanking him for doing such a great job.

IDEAS:

Could provide a way for Amy to leave a review for the instructor, and maybe even leave a non-cash tip via credit card. Like uber eats does after a courier delivers your food.

Figuring out what to do for the day

Amy Journey Map Part 8/10



Amy and her family go out for dinner then return to their condo for a good night's rest. It's now the next morning and the boys will be skiing with Amy and Greg today. They've gotten ready and have headed out to the main base, ready to take on a day of skiing.

THINKING:

"Okay the boys are still pretty inexperienced and I want us to stick to greens. Where are some nice easy greens that we can do?"

FEELING:

Curious.

DOING:

She'll probably consult either a paper map or a map kiosk to find some good greens. She also may have asked the instructor the day before about what they should do today.

WANTS:

To find some appropriate and fun runs that they can do as a family.

COMMENTS:

IDEAS:

Instructor could leave recommendations of runs to try out in the future. App could provide Amy with a database of all the runs and little bios on each. Or there could be a category that has all the "beginner slopes" in it. This park is also huge, so maybe break it down by territory / lift. Like if they are at the base and right next to Gemini express, provide her with a way to see what green runs Gemini express services. Then show her where those runs lead, maybe via a map.

Heading in early

Amy Journey Map Part 9/10



They find some great greens and spend a good portion of the day doing those. It turns out the boys have picked up the whole skiing pretty fast, and Amy is having a hard time keeping up with their energy levels. Amy decides to head in early to take it easy and leaves Greg with the boys.

THINKING:

"I'm glad they're having a good time, I just don't want them to get hurt. I know Greg will be safe with them though. I wish I could still keep up with them"

FEELING:

Happy. A little bit worried.

DOING:

She'll probably instruct Greg to call her if anything goes wrong. She will also probably instruct Greg to not take the boys on any runs that are too hard for them.

WANTS:

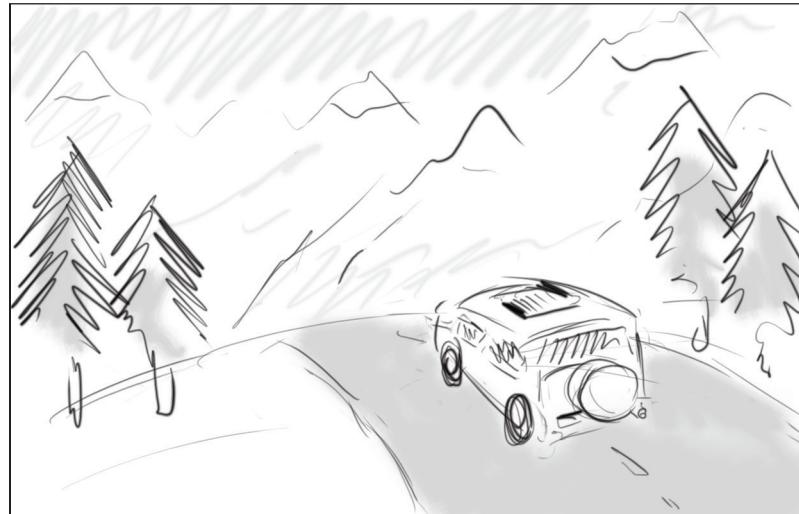
To make sure Greg and the boys are having a fun and safe time.
Comments:

IDEAS:

Again, there could be a tracking feature that would let Amy know where they currently are on the slopes, which lifts they're getting on, what restaurants they're going to, etc. This would give Amy some peace of mind, knowing what Greg and the boys are up to.

Getting home

Amy Journey Map Part 10/10



The rest of the ski trip goes off without a hitch and they all make it back to OKC in one piece.

THINKING:

"That was a pretty great experience. It seems like the boys really loved it and I would love to take them again at some point."

FEELING:

Happy

DOING:

She'll probably be telling her friends about the experience. Possibly entertaining the idea of going again for spring break.

WANTS:

To potentially go back to WP in the future if conditions permit.
Comments:

IDEAS:

WP could keep in touch with Amy, letting her know of deals, snowfall, etc.
This could be done via email or app.