Channel Analysis

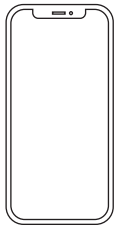
It is common for skiers/snowboarders to bring their smartphones, smartwatches, and other devices with them while on the mountain. However, the contexts in which they use these devices while on the mountain are quite different than the contexts in which they use these devices in everyday life. It's imperative to understand the contexts in which these devices are being used in order to deliver the product via the appropriate channel.

Findings

There are 3 main contexts in which the users will likely engage with the application via a smartphone:

-While taking a break (weather permitting)
-While on a lift (weather permitting)
-While indoors

Users can engage with the app via smartwatches and headphones in most contexts.

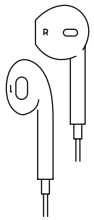


Smartphone

While a person is in the act of skiing or snowboarding, they are not using their phone. In fact, a lot of the times it's unlikely that they'll even notice if their phone is ringing or vibrating. It's important to note that for a large portion of the ski experience, a person is not engaging with their phone. However there are situations in which people often take out their phones.

Whenever people are standing still to take a break or look at a map, they'll often pull their phones out. People also often take out their phones while on ski lifts. And people almost always will have their phones out while eating lunch at restaurants.

***If weather is bad, people will do whatever they can to avoid exposing bare skin. They'll only pull out their phone if its a necessity. However, they'll still use their phones if they're indoors or at a restaurant.**



Earphones

You see a lot of younger people wearing earbuds/ earphones while skiing. This is a potential opportunity to deliver audio notifications when visual interface notifications would not suffice.

Smartwatch

Unlike phones, smartwatches are a device that can easily be used throughout the entire ski experience. It's important to note that unless the user has touchscreen gloves, they will have to expose their other hand in order to interact with the interface. But even without touchscreen gloves, they will be able to observe the interface, and potentially interact with it via voice commands.