App Idea - Outdoors Galore

Elevator Pitch - App designated to promote small start ups/private owned businesses geared towards exposing individuals to various outdoor sports and activities. The app will serve as a platform to promote local outdoor activities/festivities near users.

Document Assumptions:
1) Local outdoor sports and activities aren't streamlined, leads to under promoted events
2) Small starts up companies might not have enough capital to invest in marketing/advertising
3) People have difficulty finding out what kind of outdoor hobbies they might enjoy

Problem Statement - Identity the types of outdoor activities that people enjoy in their local communities.

Survey Design link -
https://docs.google.com/forms/d/e/1FAIpQLSeziTTiX1Bm1cia5KaIHUIigkyIf2wasKDGrx_raDICRJx9Iw/viewform?usp=sf_link

Analysis & Reporting

3 Key Findings:
1) Majority of the class (about ¾) likes to spend time outdoors.
2) Majority of the class (about ¾) is in the 26-35 age group
3) There was a pretty good spread as far as how much time people in the class spend outdoors:

How much time (per week) would you say you spend on outdoor activities?

8 responses
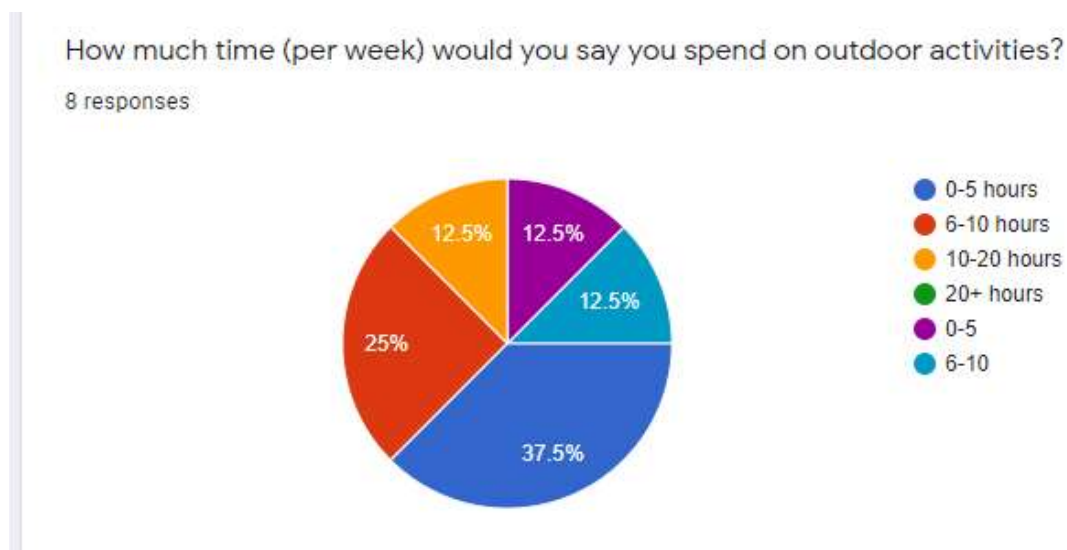
Surprising finding - TV and radio ads seem to be outdated means of gathering information. No one in this class gets selected either of those options:

Where do you get information regarding local activities/festivities in your area/community?

8 responses

- ● Social Media (Instagram, Facebook, Twitter, etc.)
- ● TV
- ● Radio Ads
- ● Family/friends

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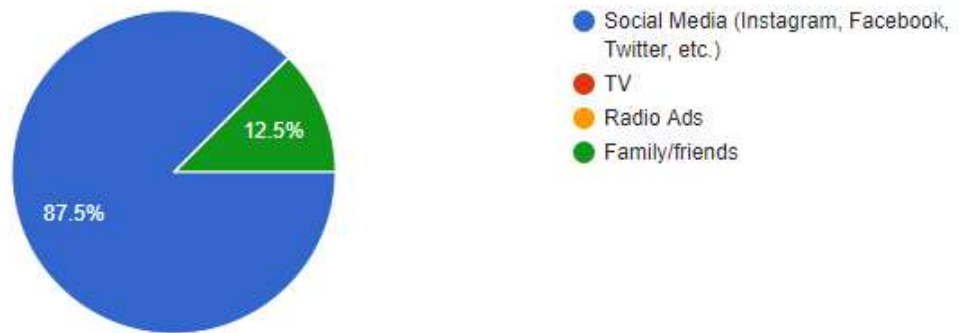
Addressing the problem statement - I don't think the problem statement was completely answered. I think the issue likely stems from how the question was posed. In the survey form, the categorization of outdoor activities was left as a short answer box so this resulted in a pretty wide range of responses. Refining the questions to include more specifications would surely lead to better participant responses. The better the participant responses, the better the success of the app can be measured.