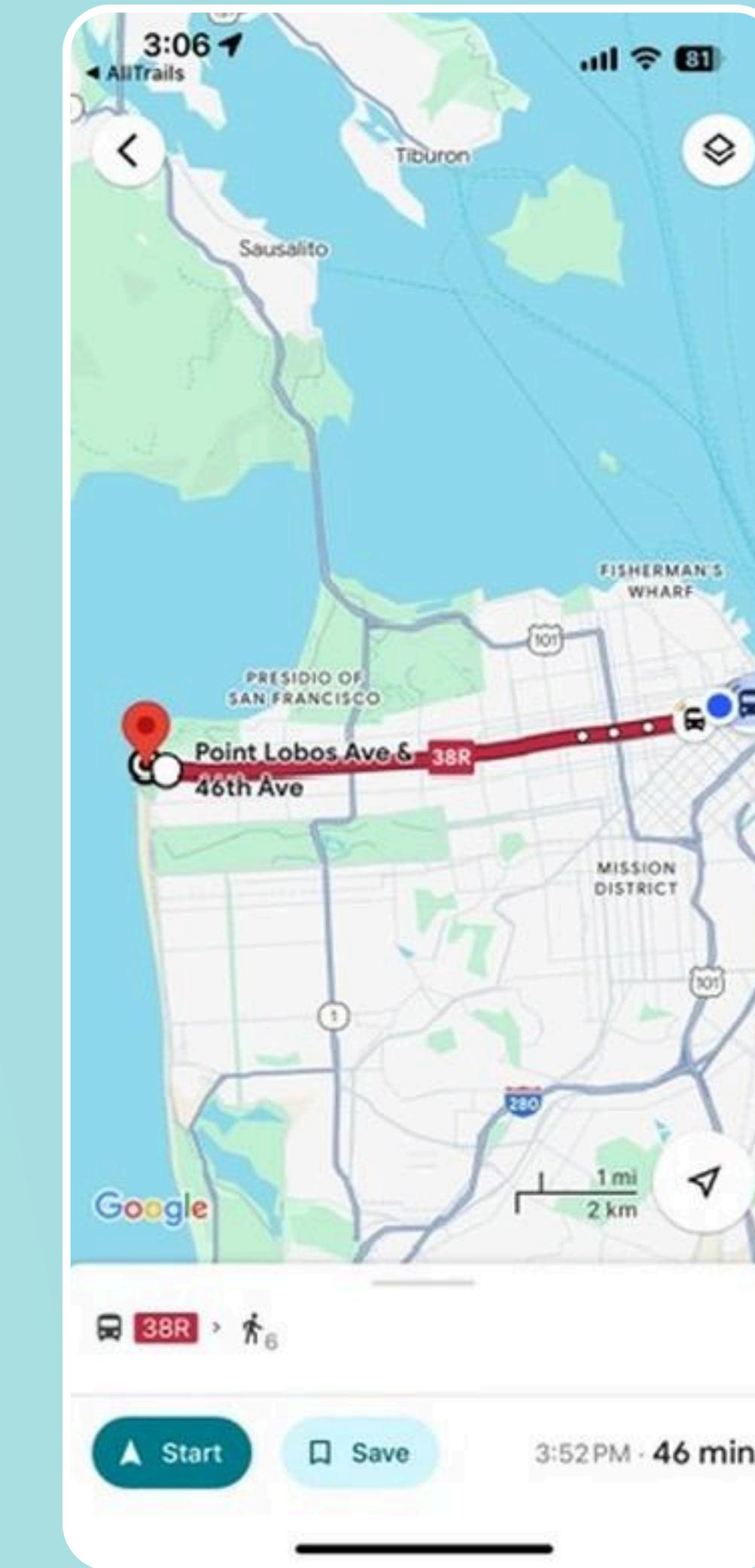
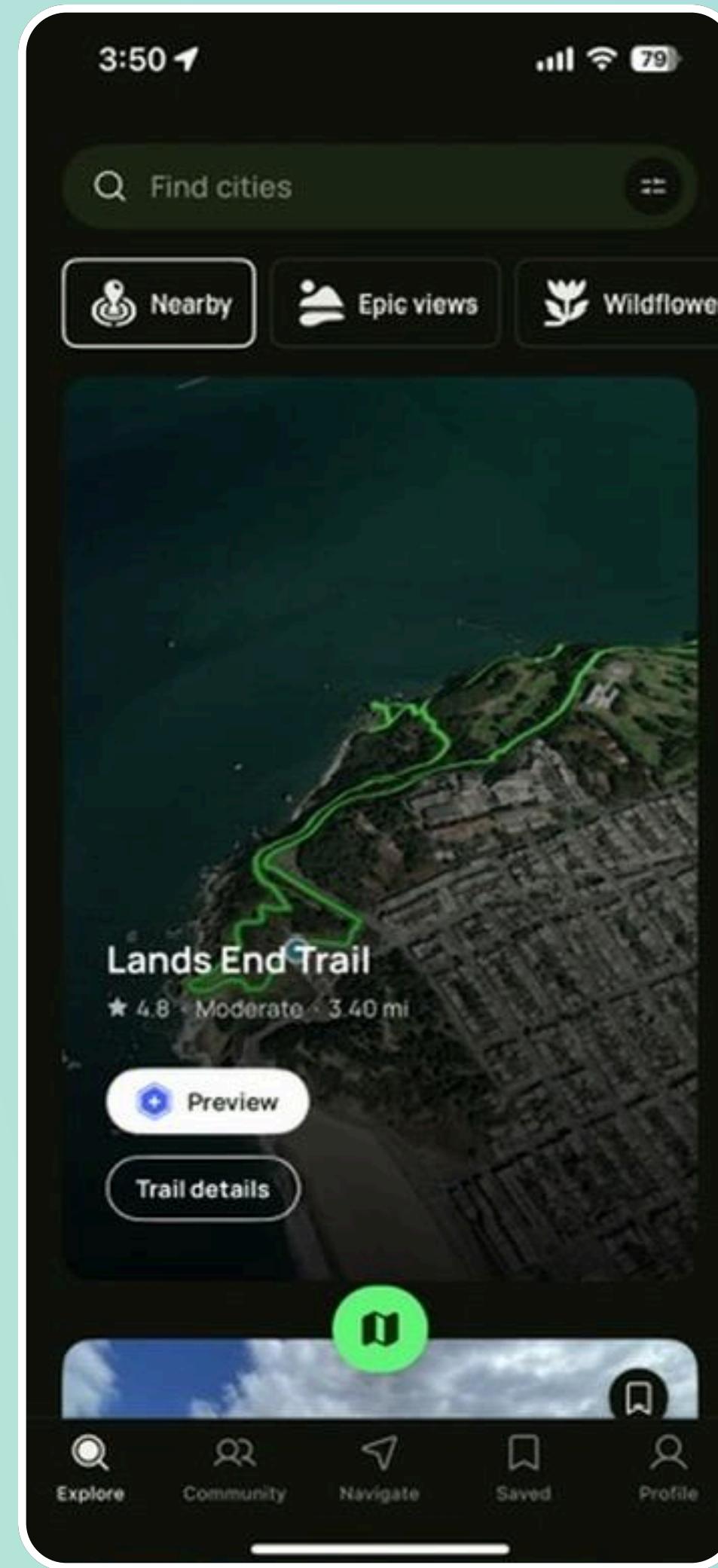


**Meet Robert**



NU



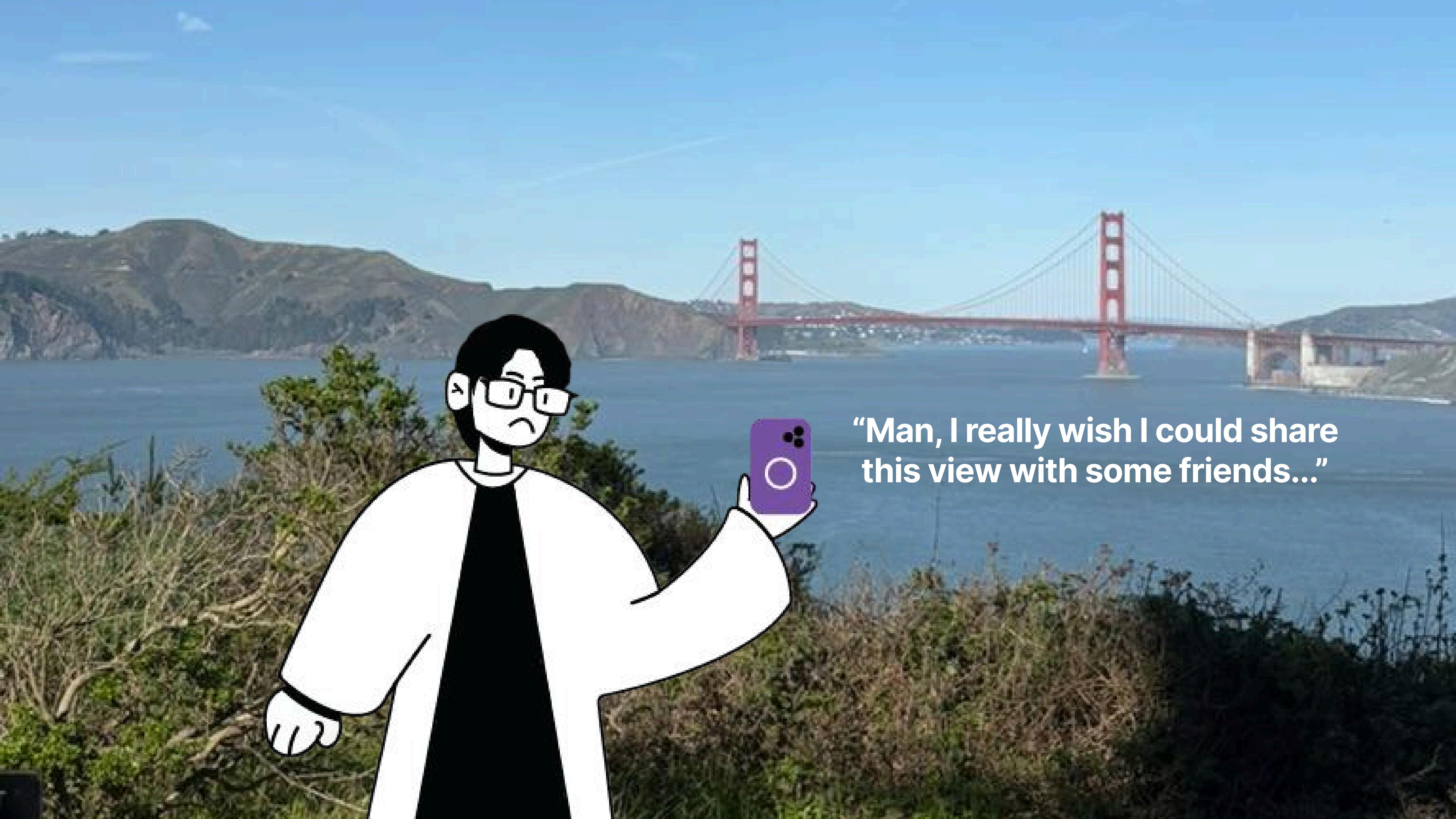


**Finding a trail  
was easy!**

# But now what?







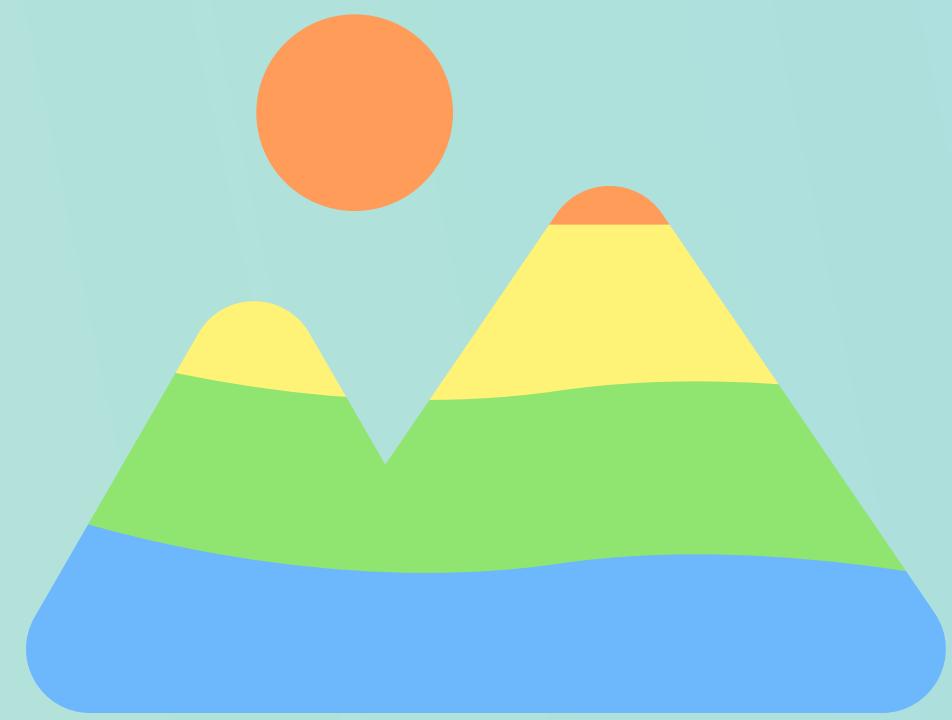
**“Man, I really wish I could share  
this view with some friends...”**

*HOW MIGHT WE...*

**MAKE THE TRAIL MORE THAN JUST  
A PATH — WHERE EVERY STEP  
LACES UP NEW CONNECTIONS AND  
BUILDS A COMMUNITY IN MOTION?**



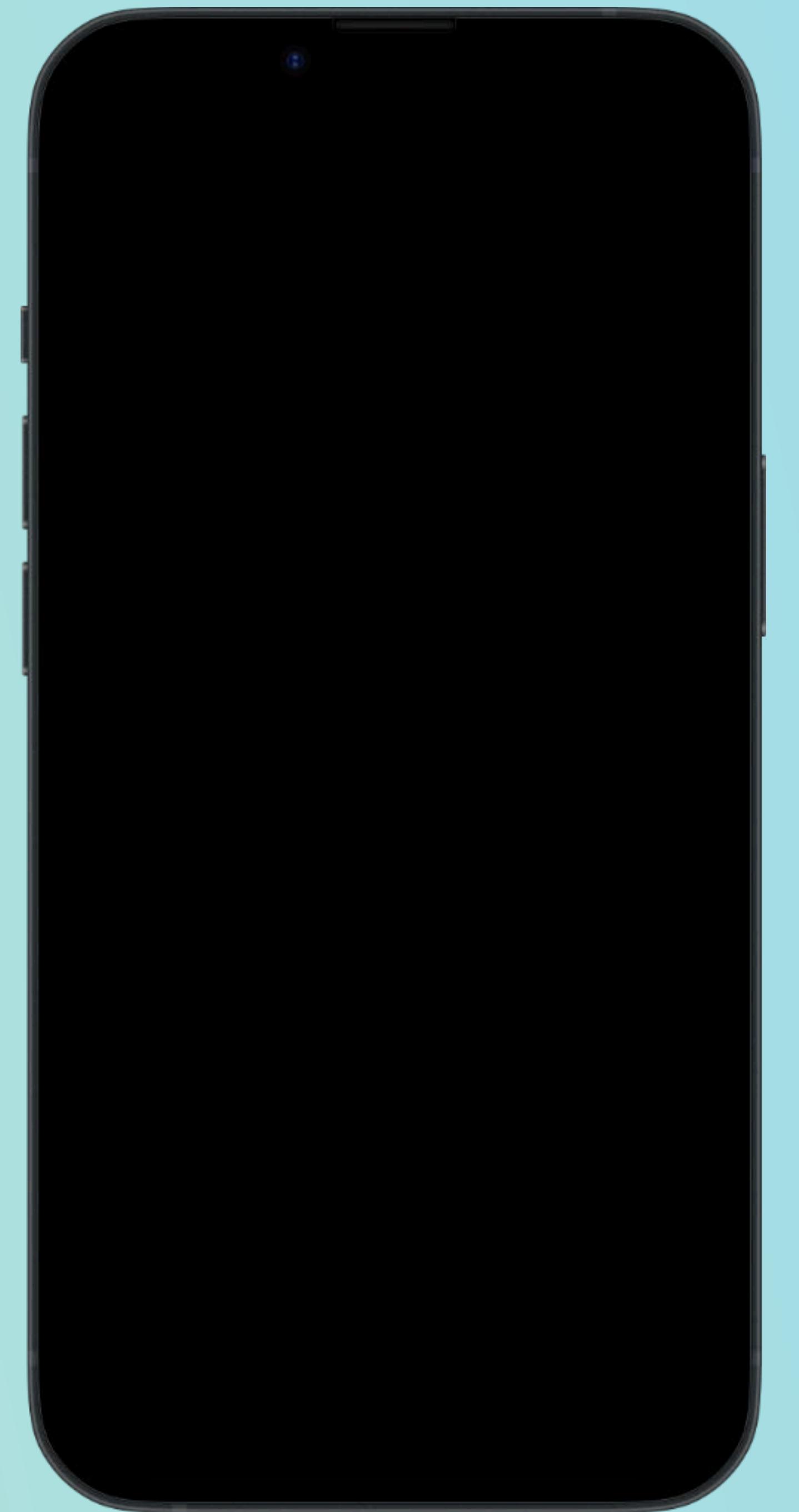
TETHER



# INTRODUCING TETHER

Jason Jeong, Eleni Tecos, Libby Raymond, Beatriz Fonseca

# APP WALK THROUGH



# PHYSICAL PRODUCT SHOWCASE







# **HOW DID WE GET HERE?**

# **INITIAL HMW...**

**HOW MIGHT WE TURN  
FEAR OF THE UNKNOWN  
INTO EXCITEMENT FOR  
THE UNEXPLORED FOR  
FIRST-TIME HIKERS?**

# USER RESEARCH (PEERS & NU ROCK CLIMBING CLUB)



**Sydney, Beginner**

"I usually just look through Google Maps or Google to find trails which is pretty time consuming sometimes."



**Anais, Beginner/Intermediate**

"I like using Alltrails because it has a lot of the useful information of trails on it."



**Eliana, Advanced**

"I often feel my own fitness level doesn't match with my friends."



**Josh, Expert**

"Finding people isn't just a problem for beginners. I often can't find extreme hikers like myself."

# NOVICE JOURNEY MAP

| Stage      | Research   | Discovery  | Travel  | Awkwardness   |
|------------|--|--|---|---|
| Motivation | Finding an easy trail to hike on nearby the most efficiently   | Finding a small group to hike with   | Getting to the trail without any confusion or obstacles   | Wanting to make it out alive on the hike  |
| Actions    | <ul style="list-style-type: none"> <li>• Looking through Google Maps</li> <li>• Look through Alltrails to see nearby trails</li> </ul>                                   | <ul style="list-style-type: none"> <li>• Looking through facebook community groups</li> </ul>                              | <ul style="list-style-type: none"> <li>• Looking at Alltrails to get directions</li> <li>• Looking at Google Maps while driving to get to location</li> </ul> | <ul style="list-style-type: none"> <li>• Asking the group to help carry her bags</li> <li>• Holding the hand of another group member</li> </ul> |
| Emotions   | <p>"Is there any preview of the trail?" (using Gmaps)</p> <p>"Oh great here's all the trails near me!"</p> <p>"What does 4 miles feel like? What is elevation gain?"</p> | <p>"I hope these people are nice"</p> <p>"Would I just be slowing them down?"</p> <p>"I really hope they're not weird"</p> | <p>"I hope this is the right place?"</p> <p>"I'm a bit scared to meet these new people"</p>   | <p>"God this is so embarrassing..."</p> <p>"This trail is so dam hard!"</p> <p>"THIS DOES NOT FEEL LIKE 4 MILES!!!"</p>                         |

# EXPERT JOURNEY MAP

| Stage      | Research  | Discovery   | Communication   | Travel   | Success   |
|------------|---|---|---|--|---|
| Motivation | Planning and strategizing specific paths efficiently  | Finding a group quickly before weather conditions worsen  | Communicating with people more efficiently  | Successfully arriving at the mountain seamlessly   | Just being able to finally go hike on some extreme terrain                                |
| Actions    | <ul style="list-style-type: none"> <li>Looking through YouTube and Google to find mountains</li> <li>Using onthegomap.com to strategize a path</li> </ul> | <ul style="list-style-type: none"> <li>Looking through facebook community groups</li> <li>Scrolling through Alltrails community</li> <li>Searching through Instagram</li> </ul>                               | <ul style="list-style-type: none"> <li>Communicating via alltrails comments</li> <li>Communicating through instagram</li> </ul> | <ul style="list-style-type: none"> <li>Travelling to the mountain to hike on</li> <li>Using Google Maps for directions</li> <li>Using instagram to communicate location</li> </ul> | <ul style="list-style-type: none"> <li>Calling the person to confirm it's them</li> </ul> |
| Emotions   | <p>"What trail can be me a challenge?"</p> <p>"Alright, here's how I'm going from point A to point B"</p>   | <p>"I need to find a group fast before the weather gets worse!"</p> <p>"This person went on an extreme hike! How do I contact them? (through alltrails)"</p> <p>"Is this the right person on instagram??"</p> | <p>"I commented on this person's post but isn't replying back"</p>  | <p>"Did he say it was this entrance or the other one?"</p> <p>"God I've texted the wrong Jane Doe on instagram three times already"</p>  | <p>"Finally there he is!"</p> <p>"Alright let's do this hike!"</p>                        |

# COMMONALITIES

**Community**

**All Hikers**

**“THERE’S SOMETHING ABOUT  
AN APP THAT GROWS WITH  
YOU AS YOU USE IT.”**

**- LIBBY RAYMOND**

# PROBLEM SPACE ITERATION



# INITIAL FEATURE PROTOTYPES

**Hiker  
Self-Identification**

**Events/Community  
Finding**

**Hiking Partner  
Matching**

**Trail Finding**

# HIKER SELF IDENTIFICATION V1

**Conquer the mountains at your own pace**

Select a specific hiking level you identify with. You can change this later on in your profile settings

**Beginner**  
New to hiking with little to no knowledge.

**Intermediate**  
Some knowledge in the hiking space

**Advanced**  
Taking on harder hikes and bringing real equipment

**Expert**  
Taking on harder hikes and bringing real equipment

**Tell us more about yourself**

You can change your information later in your profile settings

Birthday  
MM/DD/YYYY

**What about your hiking habits?**

You can change your information later in your profile settings

Hiking Style ?

Relaxed    Mediocre  
Hardcore    Professional  
Flexible

Continue

Continue

**VERSION 1**

“Maybe you could consider what is something that someone could accurately identify as versus what would be something someone would have difficulty in identifying as / would change based on the situation.”

“Some of these ‘pre-defined’ traits could have a lot of bias and be influenced by a lot of factors.”

# HIKER SELF IDENTIFICATION FINAL

iPhone 13 & 14 - 36

What is your Hiking Style?

Start Quiz

Continue

iPhone 13 & 14 - 35

Which hiking scenario sounds the best to you?

- You scroll a scenic path with friends, taking in the views before ending the day with an ice cream cone in a charming small town.
- You follow a winding trail, stopping to snap photos, identify birds, and admire every hidden waterfall.
- You trek deep into the woods, carrying everything you need, cooking over a campfire, and falling asleep under a sky full of stars.
- You power up steep switchbacks, pushing your pace, tackling technical terrain, and reaching the summit feeling unstoppable.
- You hit the trail with a group, music playing, laughter echoing, and plenty of snack breaks along the way—because hiking is better together

iPhone 13 & 14 - 37

Fill in the blank: Hiking is all about\_\_\_\_\_.

- Powering up steep climbs, feeling the burn, and proving to yourself that you can go further, faster, and higher
- Escaping the noise, breathing in fresh air, and letting the rhythm of your footsteps clear your mind.
- Hiking to the perfect lookout, snapping photos of epic landscapes, and capturing every golden-hour glow
- Laughing with friends, swapping stories on the trail, and making memories over shared snacks and sunset views.
- Wandering off the beaten path, discovering hidden waterfalls, and feeling the thrill of adventure with every new trail

iPhone 13 & 14 - 38

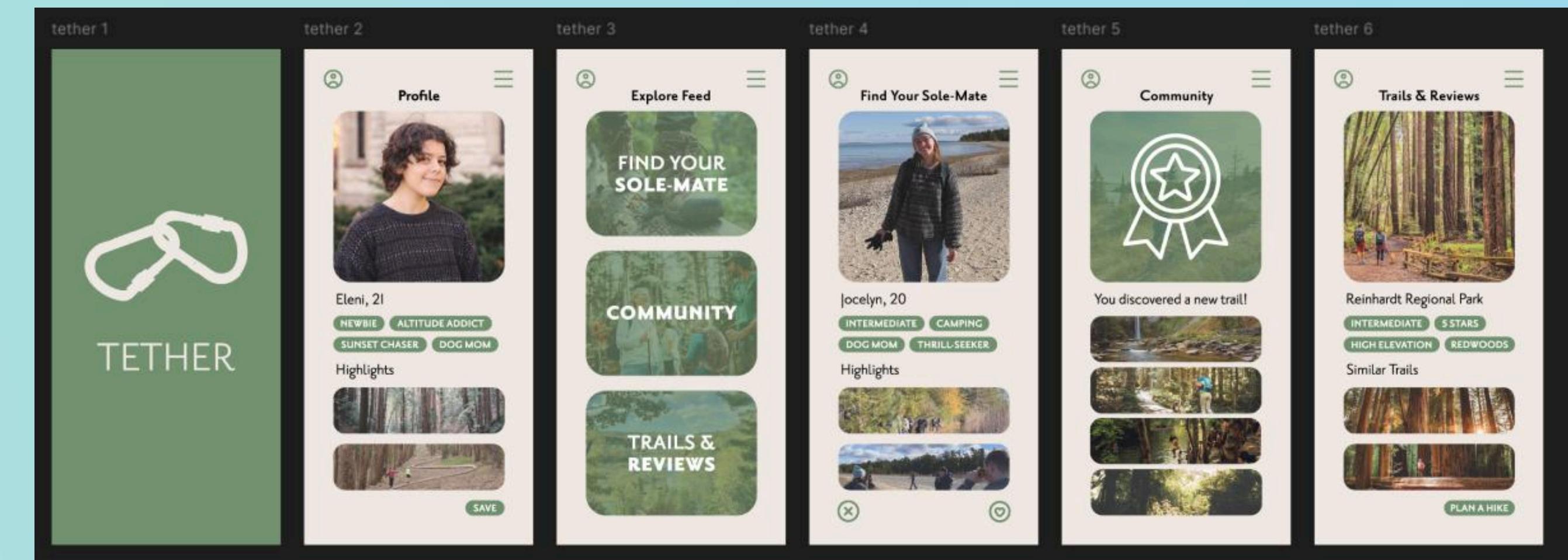
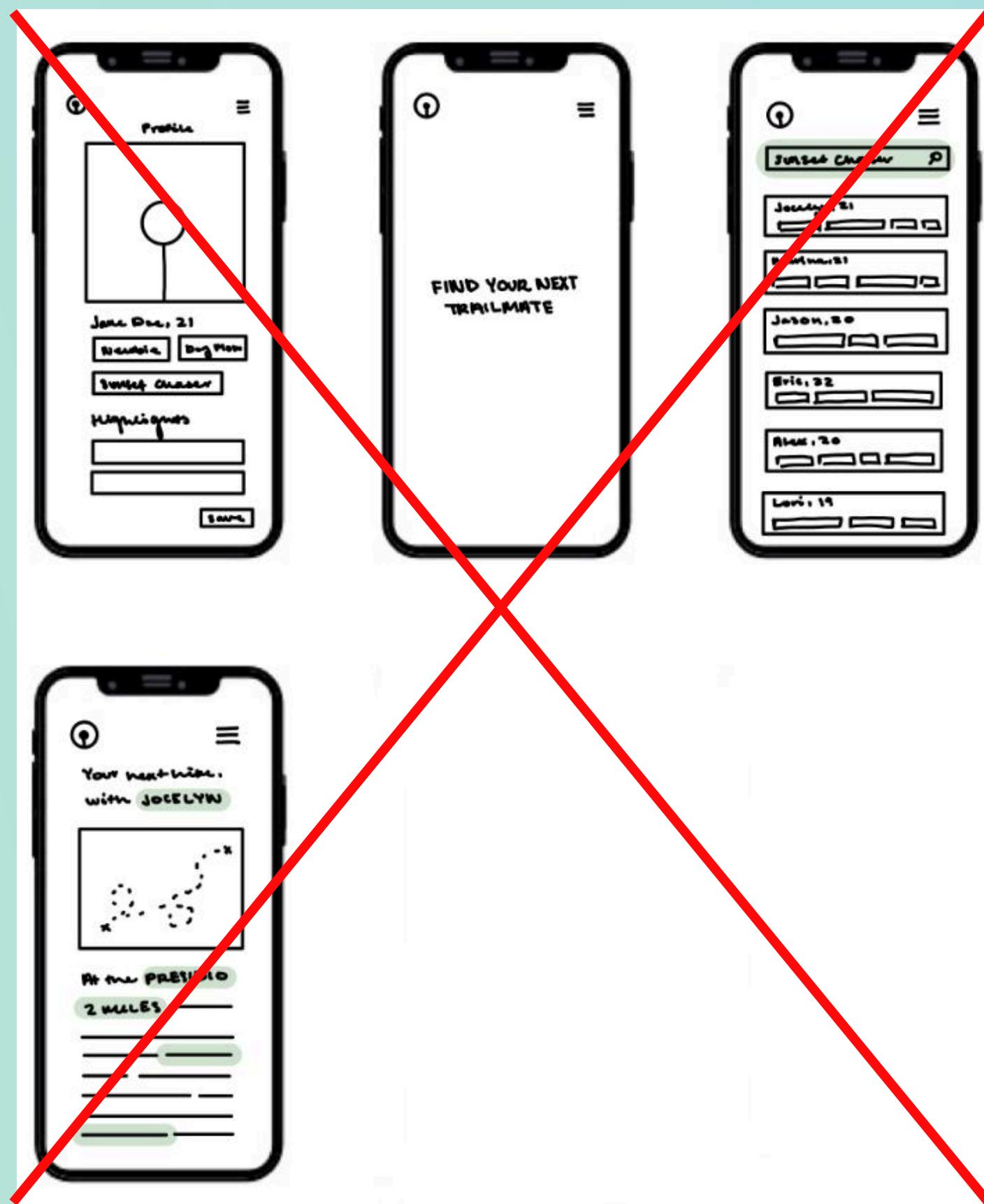
What's your biggest hiking challenge?

- You're always searching for the perfect hike—challenging but not brutal, scenic but not crowded. Where's the sweet spot
- You love hiking, but long distances, steep climbs, or endurance can be a struggle. You're looking for ways to build confidence on tougher trails
- You want to hike more, but it's hard to find the right group—someone who matches your pace, vibe, and post-hike snack priorities
- You're ready to go beyond the basics—longer hikes, tougher terrain, maybe even backpacking. You just need the right mentors to show you the ropes.
- Too hot, too cold, too rainy—weather can make or break a hike. You're looking for tips on when to go and how to prep like a pro

Continue

Continue

# THE LONG LOST SOLE-MATE OPERATION



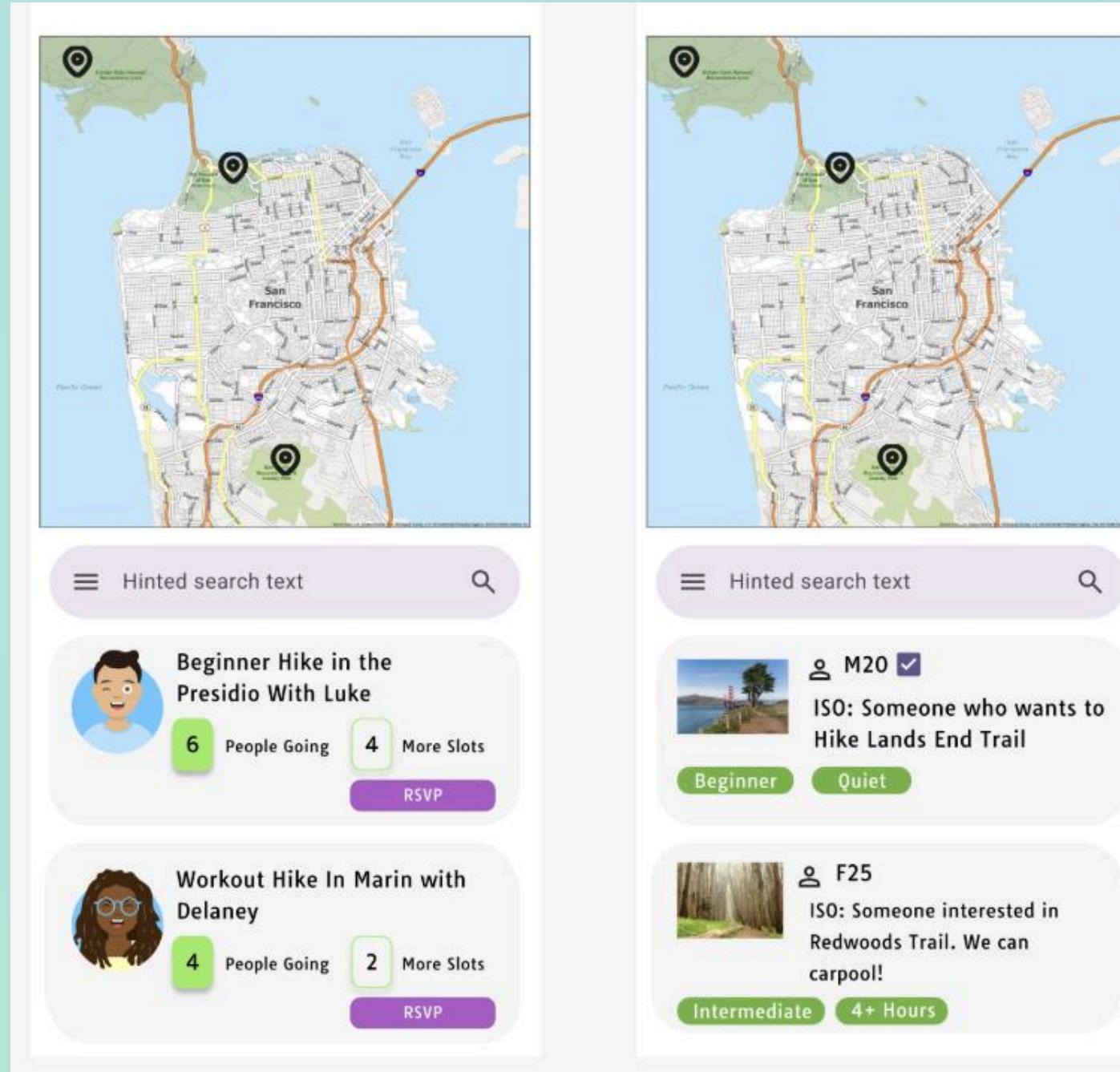
"I feel like I would get **murdered in the woods** if I matched with a stranger one-on-one."

"This has **murder in the woods** written all over it."

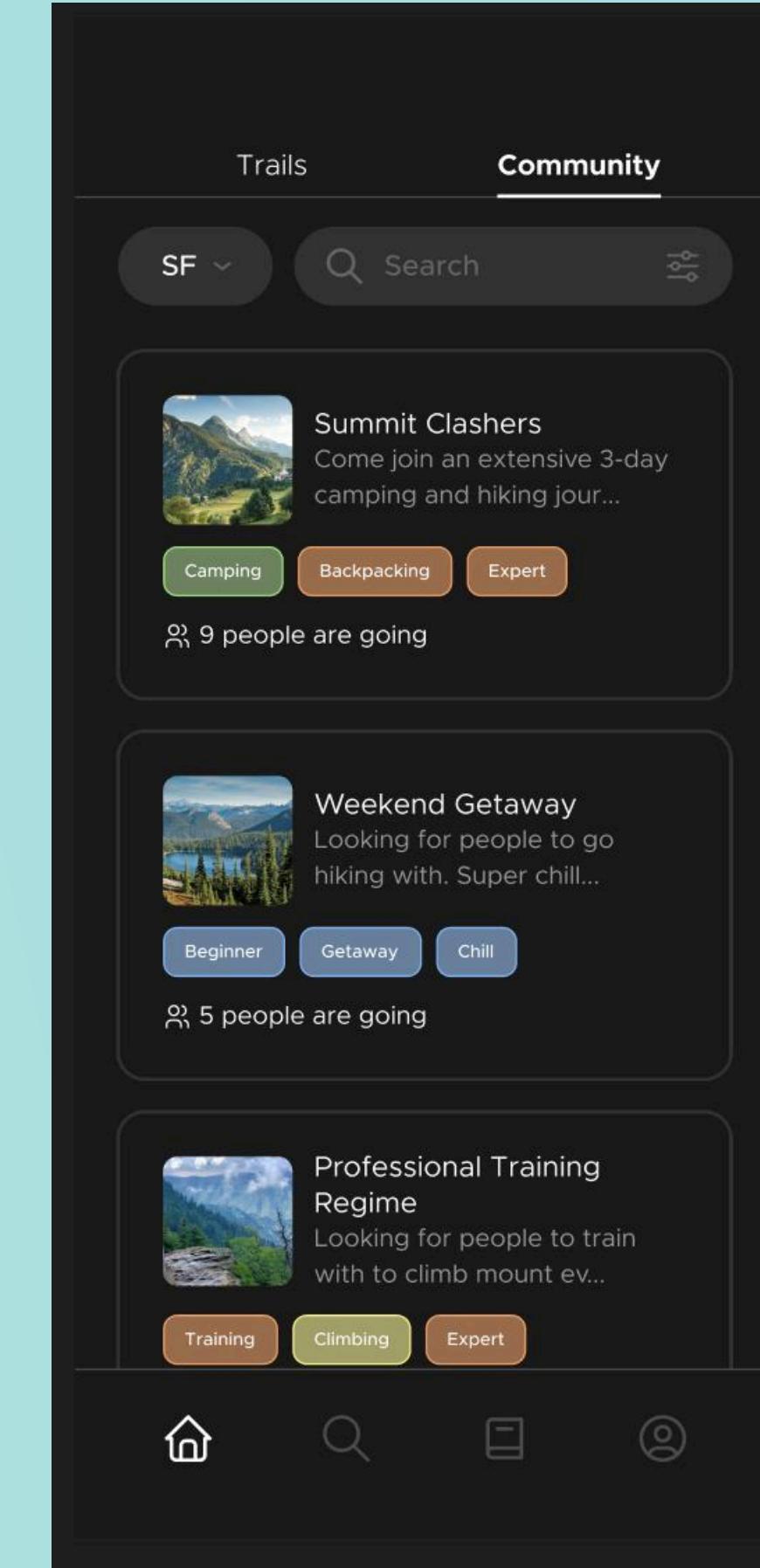
**COMMON DENOMINATOR = MURDER**

**COMMON DENOMINATOR = MURDER  
NOT A STRONG START.**

# COMMUNITY EVENTS ITERATION



VERSION 1



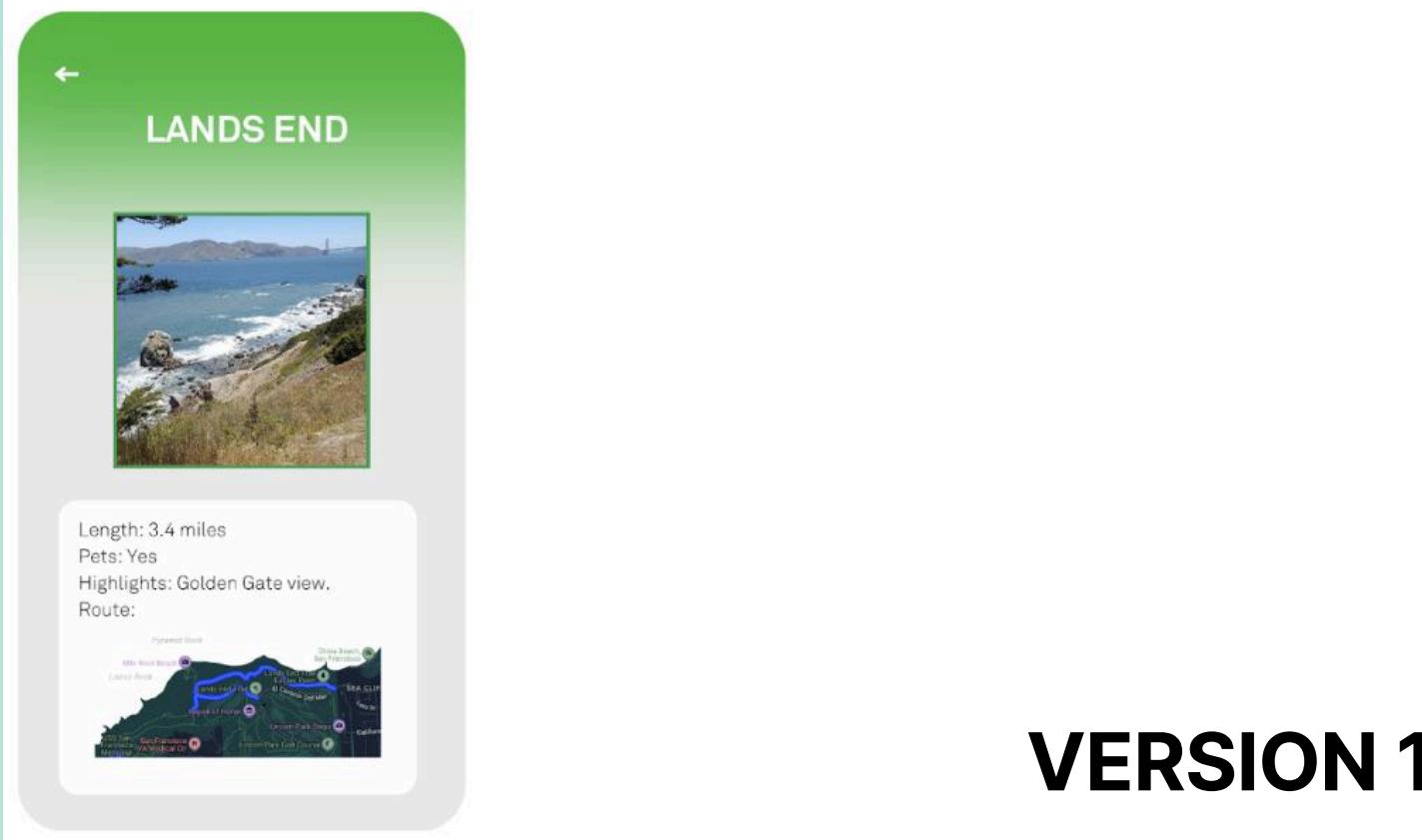
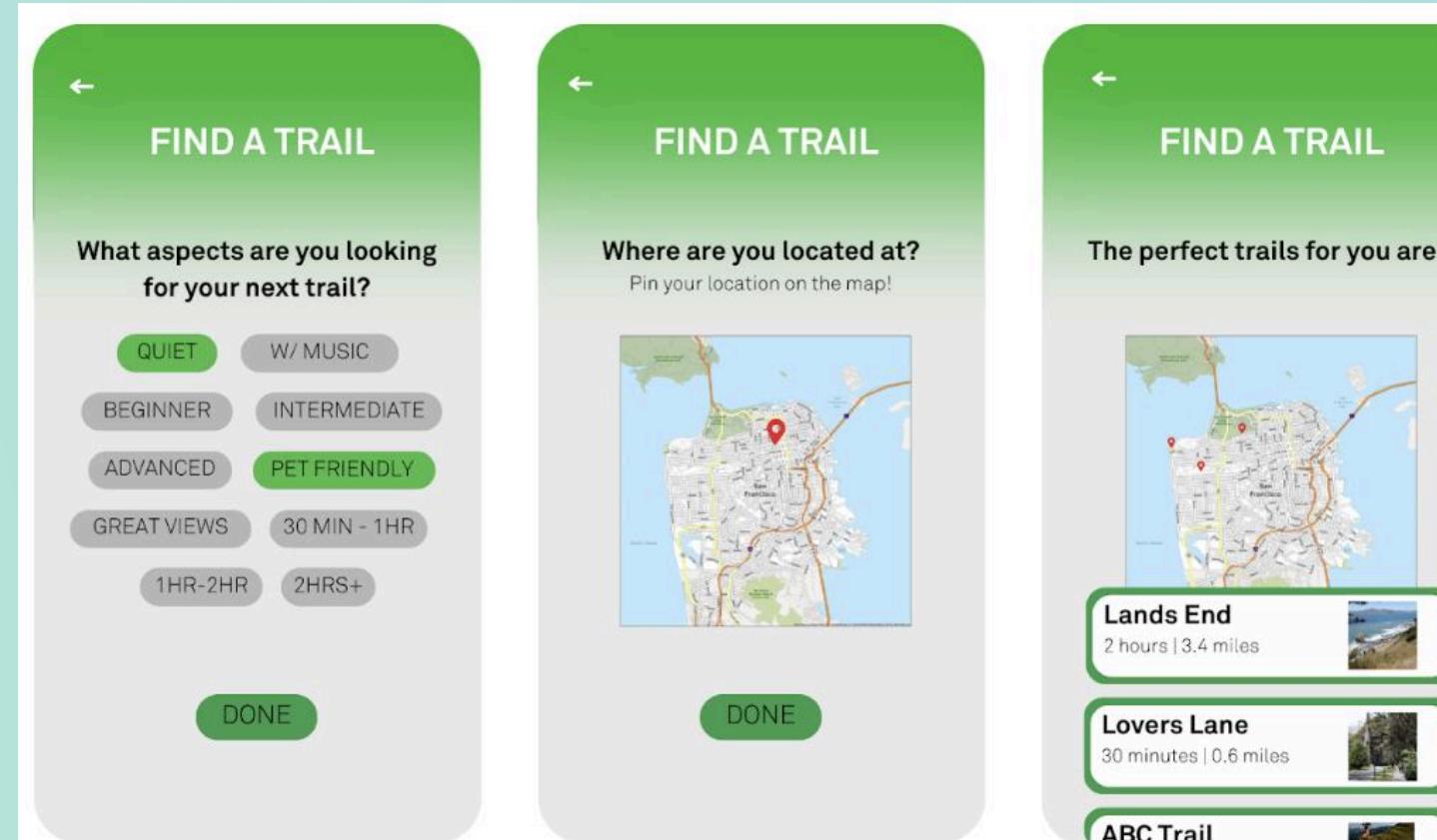
FINAL

"The idea of having a host might be a bit difficult as it might impose some form of unintended leadership?"

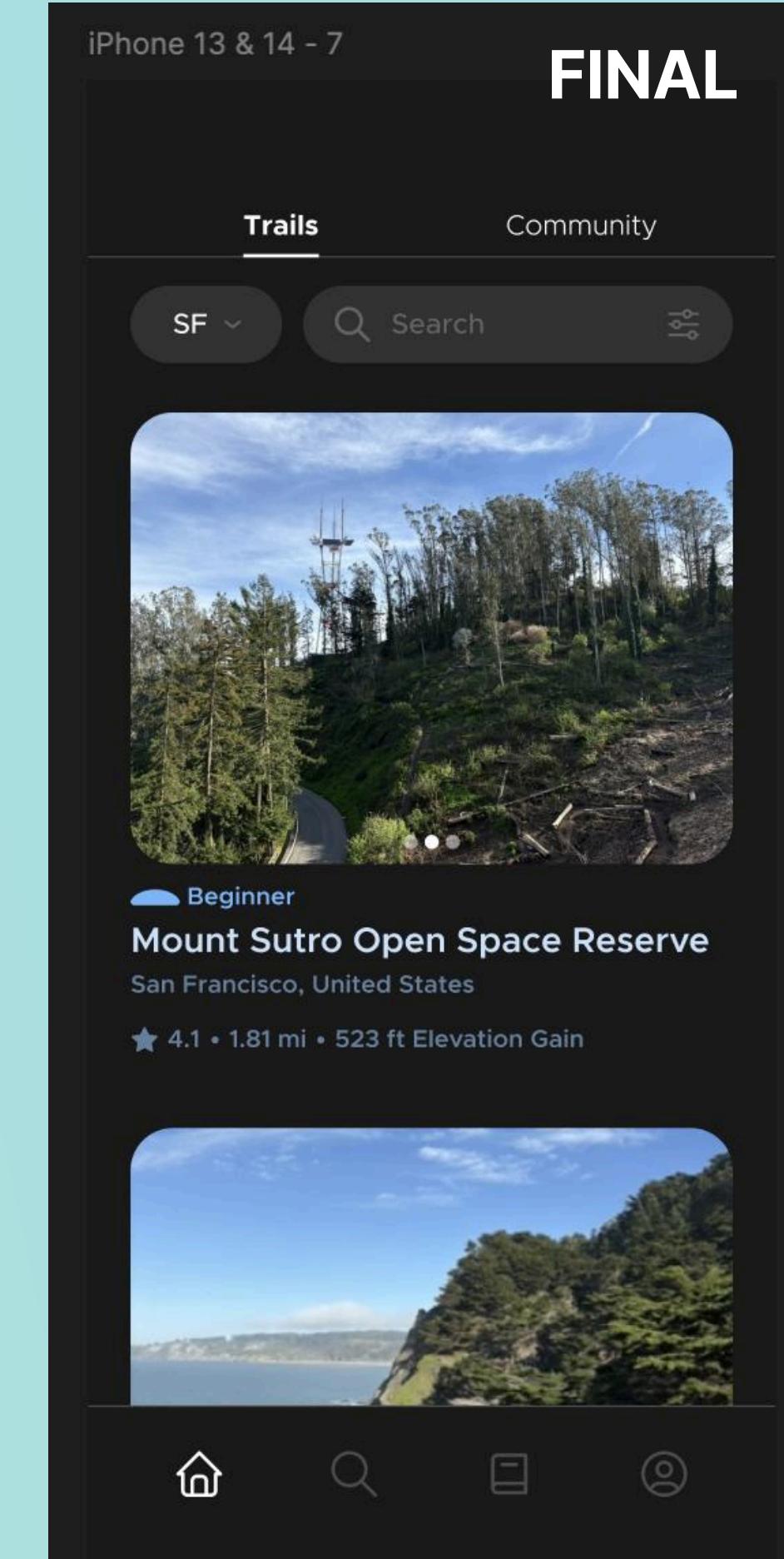
"I like the trail centered one more because it gets rid of that leadership aspect in hiking which might be intimidating for new hikers"

"The right design basically does the same thing as the left but with trails"

# TRAIL-FINDING ITERATION



VERSION 1



"I wanted more **flexibility** – sometimes I plan hikes ahead and don't want to pin my current location. A **region-based search** would be perfect!"

"I'd love to filter trails by **difficulty** and **length**...sometimes I want a short, easy walk, and other times I'm up for a long, challenging hike."

NATURE CONNECTS.



NOW, SO CAN YOU.



TETHER

LACE UP,  
LINK UP

Meet Your Trail Sole-Mates!



TETHER