

Elevator Pitch:

An app for mountain bikers to “match” with a trail to ride for that day. Similar to a dating app but for trails rather than dates. For example: If I want to ride a trail with desert scenery as opposed to forest scenery and I do not want to climb a huge mountain that day I can generate a trail near me based on those inputs. There will be pictures and ratings provided based on the 5 trails that I “match” with that day.

Document Assumptions:

1. They need to be a mountain biker
2. The user needs to have a “taste” for trying new trails. This would not be useful for someone who has a trail in their backyard that they use everyday.
3. The person will likely be unfamiliar to some extent with the area. If there are 3 trails in the region and this person knows them like the back of their hand this is useless.

Problem Statement:

Identify which trails mountain bikers would want to ride on a given day. The problem many mountain bikers have is simply narrowing down the trail that they want to ride.

Examples:

I typically love riding heavy uphill through forests but if my legs are sore or I am craving some sun I may want to ride a flat desert trail. It all depends on the day and the mood that I am in. There needs to be an easier way to narrow down the options based on my mood that day. Sometimes there are just too many good trails to pick from and I do not want to spend so much time doing research and comparing them. The expectation would be to put some criteria into my phone and have my phone provide me with 5 trails that fit my “riding mood” for the day with directions on how to get to these trails.

Analysis and Reporting Results:

Key findings:

- About 30% of respondents said that they spend more than 20 minutes researching trails before hitting the road. This is pretty substantial considering I can be at a trail from my house in 20 minutes driving time
- 50% of respondents would be very interested in this app
- People are willing to drive farther than I expected to a trail (not sure where these people are geographically that would have been an important question in retrospect)

Surprises:

- I am genuinely surprised that “trail maintenance” was not an important riding criteria to anyone

Conclusion:

Overall I was able to address my problem statement and it appears that others have been in the same shoes. When you live in a trail rich area like Utah or Colorado there are hundreds of viable trails near home. Which one do I pick? Looks like people are spending time researching trails when they can be spending that time tearing it up! I certainly should have asked where respondents actually live. Geographical location makes a huge difference in this data.