

CSC517: Social Computing -
Non-mainstream social tool for a specific community:
All Trails

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Contents

Narrative Report	3
Appendix : Figures	4

List of Figures

1 All Trails: Home Page - https://www.alltrails.com/	4
2 All Trails: About - https://www.alltrails.com/about	5
3 All Trails: Holly State Recreation Area Wilderness Trail - https://www.alltrails.com/trail/us/michigan/holly-state-recreation-area-wilderness-trail	6
4 All Trails: Photos of Holly State Recreation Area Wilderness Trail - https://www.alltrails.com/trail/us/michigan/holly-state-recreation-area-wilderness-trail/photos	7
5 All Trails: Holly State Recreation Area Wilderness Trail - Reviews	8
6 All Trails: Community - https://www.alltrails.com/community	9

Narrative Report

The tool I have chosen for non-mainstream social computing is called All Trails. I came across this tool while starting off my undergraduate degree at Westminster College in Salt Lake City, UT. In the area there was a plethora of stunning trails and hikes, but the challenge was always finding them. I found this tool on the Apple App Store in hopes to find new trails relative to my vacation destinations and weekend plans. For the UI I will be sharing the web version, the home page is shown in Figure 1.

All Trails is intended not just for hiking, but also mountain biking, trail running, backpacking, and walking. The company is focused on curating outdoor experiences and cleaning up our natural resources. A comprehensive list of their values is shown in Figure 2, with additional details on community works available at the cited page. The main use cases for All Trails are trail selection and trail discovery, while additionally bringing together trail enthusiasts. Access to All Trails can be made through either mobile apps or a browser. When and where the tool is used is ambiguous, it could that you are looking for a quick excursion in your local area, or otherwise planning for an upcoming trip.

In order to preview the features of the tool we will take an example trail - *Holly State Recreation Area Wilderness Trail*: Figure 3. From the overview we can see some key information about the trail such as length, elevation gain, and route type. A brief description of the trail is given, along with tags and an overhead map view. Personally, a key feature was the photos (Figure 4) and reviews (Figure 5). For community features you can follow local users, make posts, and like and comment on posts (Figure 6). Concluding, this tool is for looking at upcoming trails, and sharing experiences from past trails.

Appendix : Figures

The screenshot shows the AllTrails website homepage. At the top, there is a navigation bar with links for 'Explore', 'Community', 'Saved', 'Shop', 'Help', and a green button 'Try AllTrails+ for free'. A user profile icon is also present. Below the navigation is a large banner image of two hikers on a rocky trail overlooking a valley. A green curved arrow points from the left side of the banner towards a search bar. The search bar contains the placeholder text 'Search by city, park, or trail name' and has a magnifying glass icon and a green search button with a white arrow. Below the banner, the text 'Today's the day, Cason' is displayed. Underneath the search bar, the heading 'Local favorites near Clarkston' is shown, followed by four trail cards:

- Marsh Trail, River, Red, and Blue Trail...** (Proud Lake Recreation Area)
Length: 5.6 mi • Est. 1h 43m
- Island Lake Yellow Trail Loop** (Island Lake Recreation Area)
Length: 5.5 mi • Est. 1h 51m
- Maybury Hiking Trail Loop** (Maybury State Park)
Length: 3.1 mi • Est. 1h 1m
- Bald Mount** (Bald Mountain)
Length: 6.7 mi

Figure 1: All Trails: Home Page - <https://www.alltrails.com/>

Values inspired by the trail

AllTrails was founded on the idea that we're all made better by spending time in nature. Today, we continue to be driven by the desire to share the outdoors with as many people in as many places as possible — and to do so responsibly and respectfully.

Spread the stoke

Sharing great trails with like-minded nature lovers is what we live for.

Lead by example

The trails we love are the legacy we leave for future generations.

Embrace change

From fallen trees to sudden rain, obstacles are what we make of them.

Stay down to earth

Our love of the trail is at the heart of everything we do.

All are welcome

Hikers, bikers, roamers, strollers — if you're out there, we're with you.

Figure 2: All Trails: About - <https://www.alltrails.com/about>



Holly State Recreation Area Wilderness Trail

Moderate • ★ 4.5 (981)

[Holly State Recreation Area](#)

Photos (586)

Directions

Print/PDF map

Share

More

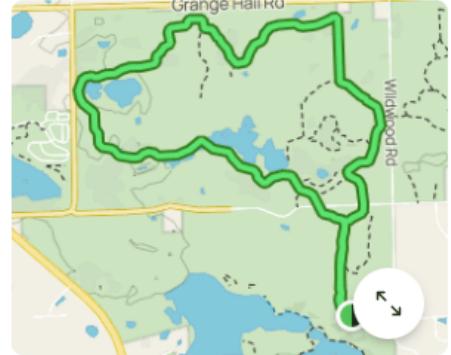
Length
5.7 mi

Elevation gain
416 ft

Route type
Loop

Experience this 5.7-mile loop trail near Holly, Michigan. Generally considered a moderately challenging route, it takes an average of 2 h 4 min to complete. This is a popular trail for hiking, mountain biking, and running, but you can still enjoy some solitude during quieter times of day. The best times t [Show more](#)

Preview trail



[Suggest edit](#)

Nearby trails

[Show more](#)



Figure 3: All Trails: Holly State Recreation Area Wilderness Trail - <https://www.alltrails.com/trail/us/michigan/holly-state-recreation-area-wilderness-trail>

Photos of Holly State Recreation Area Wilderness Trail

Holly State Recreation Area Wilderness Trail

★★★★★ 981Reviews

Sort by: AllTrails sort ▾

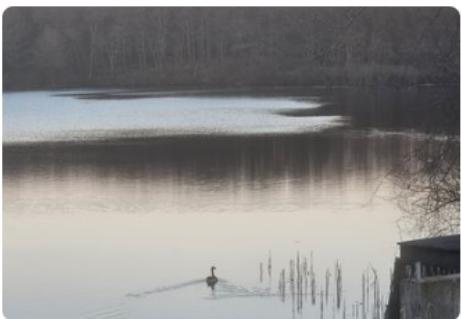
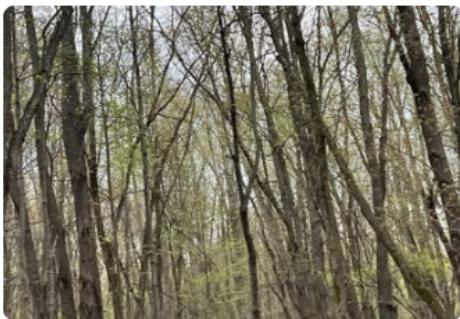


Figure 4: All Trails: Photos of Holly State Recreation Area Wilderness Trail - <https://www.alltrails.com/trail/us/michigan/holly-state-recreation-area-wilderness-trail/photos>

[Reviews \(981\)](#)[Photos \(586\)](#)[Activities \(1,118\)](#)[Completed \(951\)](#)

4.5

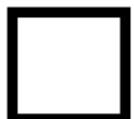


981 reviews

[Write review](#)

Sort by:

AllTrails sort

April 30, 2023 • [Hiking](#)

Spring mushrooms are starting.

April 29, 2023 • [Hiking](#)

Nice trail but not a whole lot to look at.

April 29, 2023 • [Hiking](#)

Slight drizzle. Quite muddy in sections. Lots of birds chirping and budding trees. Beaver dam on the pond.

Figure 5: All Trails: Holly State Recreation Area Wilderness Trail - Reviews

Local Following My posts

Q Q+

Latest nearby

Search by destination

[User icons] Feb 12 • Follow



Crooked Lake Trail
Crooked Lake Trail • Pinckney, Michigan

Length | Elev. gain | Time
5.4 mi | 381 ft | 1h 55m

★★★★★

Beautiful day and beautiful trail. First part was quiet but then trail got crowded, so in places it was noisy. The good weather also brought out the noisy vehicles in the Pickerel Lake/ Glendale/Hankard area. Would have been bet... [Show more](#)

Heart icon 6 likes Comment

Figure 6: All Trails: Community - <https://www.alltrails.com/community>