

GetLost

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Why You Should GetLost

Over the last decade, the rate of Americans participating in outdoor activities has increased steadily from year to year with walking and hiking being the most common type of exercise people prefer (2016 Outdoor Participation Report). While there are sites that list different trailheads and hikes, they often have incomplete information or do not help people prepare completely for going on an outdoor adventure.

With GetLost, this is made simple. We aim to create a service that makes going on outdoor adventures easy. Users can select their activities like hiking or camping, and then view locations where they can experience the outdoors. GetLost makes it simple to invite friends on a trip, and easily manage packing lists and group gear. It also helps users prepare for trips safely by reminding them to set up an emergency contact and write down numbers for local emergency services. By creating a seamless experience for planning hiking and camping trips, GetLost makes it easy to get out and experience the great outdoors.

It's never been easier to GetLost.

User Research

To gain more information on our intended audience, a 9 question survey was digitally distributed. Of the 67 responses, 63 were between the ages of 18-25, one between the ages of 26-40, and three between 41-55. The questions asked participants about their perceived fitness level, interest in hiking and camping and how confident they felt preparing for a trip. The survey was prepared with the following goals in mind:

- To gauge how important the social aspect of hiking/camping is to people.
- Evaluate factors that deter people from hiking or camping.
- Determine how confident people are planning and preparing for hiking/camping trips.
- Determine interest in doing more hiking or camping.

Those individuals who display a greater interest in hiking and outdoors are more likely to be more physically fit than their counterparts. In our gatherings, people who had a high perceived fitness level showed more interest in getting involved in more hiking.

Self Perceived Fitness level

High (more than 4 hours per week)	20
Moderate (2-4 hours per week)	39
Low (less than 2 hours per week)	8

The Department of Human Health and Services recommends the average adult get 150 minutes of moderate aerobic activity a week. 88% of participants reported getting at least the recommended level already. Not only is hiking a powerful cardio tool, but it is also useful for combating symptoms of stress and anxiety (Robinson 2013)

Interest in hiking and Fitness level

	1	2	3	4	5
Low	2	4	2	0	0
Moderate	7	9	15	6	2
High	0	3	8	6	3
Total	9	16	25	12	5

Participants were asked to rank their interest in utilizing more walking/hiking trails on a scale of 1-5, 1 being not interested and 5 being very interested. When examined, groups that reported a higher perceived fitness level showed more interest in doing more hiking. 45% of the high activity group responded they were interested or very interested (scores of 4 or 5).

Reasons for Hiking

Social Environment	34
Hobby	10
Fitness	9
Explore new areas	11
I don't utilize hiking trails	3

The majority of participants described their main purpose for hiking as a social activity. The GetLost application especially reaches to those users who see hiking and camping as a social activity because it runs its own sort of social media. Friends can collaboratively pick a trail or campsite together, use the in-app chat room to keep all their plans together, and even receive a recommended supplies list to make sure they have everything they need.

What deters you from hiking

Hasn't considered it	17
Lack of interest	8
Lack of nearby trails	29
Safety Reasons	13

A large part of hiking and camping is having the right supplies to ensure safety and prevent injury. With 20% of respondents saying their main deterrent from hiking was safety reasons there is a population of the target group that will benefit from the safety features of GetLost. For those users who struggle to find nearby trails GetLost makes it easy to locate trails, popular or not, in their area just by entering city or zip code. By connecting users to a community of people passionate about hiking and camping we hope to encourage those who weren't as interested or never really considered the benefits of hiking to get outdoors.

Ensuring users are prepared for their trip is one of those features. 48% of participants stated they were somewhat confident planning and executing a hiking trip, however only 35% felt somewhat confident planning a camping trip. GetLost is for experienced outdoorsmen and beginners alike. Therefore functionalities needed to include some way to prepare and make newer adventurers more confident.

	<u>Confidence planning hiking trip</u>	<u>Confidence planning camping trip</u>
Confident	14	6
Somewhat Confident	32	24
Not Confident	21	37

From our research several design implications emerge. GetLost needs to connect users in a way that is similar to social media. By making it easy and fun to organize hiking and camping trips, it also encourages users to get outdoors and be more active. The “recommended supplies” functionality that suggests equipment for their trip helps users more confidently plan and execute their trips. By making it easy to find close by trails and camping sites we hope to encourage more people who reported they didn't hike due to “lack of nearby trails” or “haven't considered it” to do so.

Personas:

- Joe Bro is 20 year old man who exercises frequently and enjoys being physically fit. He has been in college at UGA for 2 years now and is beginning his 3rd year. He's majoring in exercise science and wants to pursue a career in sports therapy upon graduation. Joe

likes travelling, being outdoors, and hanging out with his friends. Joe has used computers and smartphones his entire life, and is therefore familiar with many types of user interfaces and design schemes.

- Kathryn Oswald is a 43 year old woman working for a law firm in Atlanta, Georgia. She is relatively fit for her age, but can't always find the time to workout with 2 kids at home. She likes to bring her wife and kids camping in the mountains every fall, where they can experience nature, hike trails, fish, kayak, and do all sorts of outdoor activities. Kathryn has used computers and smartphones at home and at work for years and is comfortable with many types of interfaces.
- Breanna Wood is a 31 year old woman who drives the city buses for the public transit system in Athens, Georgia. She wants to become more active because she's not able to get much exercise driving the bus at work. She has tried standard gym workouts, but nothing seems to work for her. She enjoys the outdoors in her free time, and thinks that might be the best way for her to become more active. She is very familiar with smartphones and tablets because she has used them for years and they are used at her work.

User Stories:

- As a user, I want to be shown hiking trails, so that I can pick which trails best fit my interest and skill level.
- As a user, I want a user account, so that I can keep track of my favorite trails and share them with others.
- As a user, I want to be able to connect with friends, so that I can invite them on trails and share trails with them.
- As a user, I want to be notified of weather changes concerning my hike, so that I can reschedule and plan accordingly.
- As a user, I want to be shown trails that match my fitness level, so that I know I'll be able to hike them.
- As a user, I want to be able to save trails I like, so that I can find them again in the future.
- As a user, I want to be able to rate trails with star values and leave comments, so that others can have an idea of how popular a trail is.
- As a user, I want to be able to get directions to the trails I want to visit in the application, so that I don't have to search for them on my own.
- As a user, I want to be provided a list of recommended gear to bring on different trails, so that I can be equipped for the hike.
- As a user, I want a messaging component in the app, so that I can talk with my friends and schedule meetups to hike.
- As a user, I want a budget calculator, so that I can know how much it will cost me to drive to the trail and buy supplies.

Stakeholders:

1. Users - they will be the ones primarily using the application
2. Parks - many of the hiking trails are in parks
3. Gyms - users may take time out of going to the gym to exercise and instead get that exercise by hiking trails
4. Hiking Equipment Stores - when recommending hiking gear to users we will provide links to purchase that gear from hiking equipment stores

Target Groups:

- Young active college-aged people are a target group, they would make good use of this app because they have energy and want to be active. Also they will like the social aspect because they are likely to want to get friends together to go hiking or camping whereas older groups are more likely to plan to go with their families.
- Adults (30-50) who want to be more active. This group is good with using apps. The social component will also be attractive to this group if they want to plan with other couples or friends.

Hierarchical Task Analysis**Important Characteristics:**

- Our users will typically be mobile users, and sometimes desktop users if they are pre-planning a trip on their computer. Users will need internet to view the locations on our app. Since wifi and data may not always be available while users are outdoors there will be an option to save information on the app and access it without the internet.
- Users could be in any geographic region while using the app. If they are out on a hike mountains, and other geographic boundaries may prevent internet access which is why it's important to have the ability to access information about your hike or camping trip without internet.
- The age range of the users is around 16-60. We won't have kids using our app most likely because they shouldn't be going on hikes or camping trips without an adult chaperone, however our app will have easy functionality so kids could use it they want. Our app will be easy enough to use for older people who usually aren't as tech-savvy. At a certain age people are less active and rarely camp or hike so we don't expect to have many users older than 60.
- Since our product is mostly functional as an app, our users will need to have a smartphone. So its implied that our users are affluent enough to have a smartphone. 81% of Americans have a smartphone (Pew Research Center).

Task environment:

Users will mostly be interacting with the functionalities on mobile, though some may be interacting with it on the web as well. Users will be taking time to compare different campsites

and hikes, but ultimately would like to have support to be able to quickly make decisions about outdoor activities that would be right for them. Users will not have in depth knowledge of the wildlife, ecology, or terrain of the places they are going. Also, they will not be informed on many of the best safety practices in outdoor recreation. This gives GetLost an opportunity to provide a support structure that allows users to quickly find new hikes and camping locations, while also helping them pack the correct gear, notify emergency contacts, and plan ahead for weather.

Main task:

Make getting lost in the outdoors easy. Allow users to easily plan hiking or camping trips without requiring research or special knowledge.

Subtasks:

- A. Planning a Trip: The main functionality of this service is to help users plan outdoor trips, like hiking or camping.
 - a. Find New Locations: The app will have functionality to help users find new locations, backpacking routes, and camp spots to enjoy the outdoors in.
 - i. Search: Users can search through all of the locations, filtering by location, type of activities available, and level of difficulty.
 - ii. Personalized Recommendations: When a user initially signs up for the app, they will take a questionnaire about their level of skill and ability in the outdoors. Based off of their answers, and previous trips through the app, GetLost will recommend new trips and hikes that match their level of ability.
 - b. View Locations: After finding a location through search or recommendations, users will be able to view and compare different sites and activities.
 - i. Ratings: Locations and routes will have ratings and reviews by other users so that people can share their personal experiences.
 - ii. Pictures: Campsites and hiking routes will have pictures to give users an idea of where they are going, and make it easier to find when they get there.
 - iii. Parking Information: Each location will have clear information on parking. This includes directions to the parking spot, and about how many spots are in the trailhead parking.
 - c. Creating a Trip: Once a user has found a location and/or activity, they can create a trip and select the dates they want to go on the trip.
 - d. Preparing for the Trip: Once a trip has been created, GetLost will prepare different sets of information for them to fill out or view in order to be prepared to get outdoors.
 - i. Inviting friends: Once a trip has been created, users can invite their friends to view and join the trip. Once another user has joined a trip, they will also receive notifications pertaining to the trip and be added to an in-app chat room that users can utilize to discuss details about the trip. This chat-room

- will include a polling feature so users can vote on decisions pertaining to the trip.
- ii. Packing lists: GetLost will provide activity-dependent and weather-dependent packing lists to cover everything the user will need in the outdoors. These lists will be checklist the user can mark off as they gather their materials. The content will change as more users join a trip. This list will also include food recommendations.
 1. Group packing list: When camping, there are some items you only need one or two of. For example, in a group of four people, only one person needs to bring a camping stove, and you might need only two 2-person tents (or one 4-person tent). These items will be put into the group packing list, and when a group member updates the list all members will be able to see that change.
 2. Individual packing list: Other items are inherently individual (think clothing, a backpack, or toothpaste). Each individual will have an individual checklist of the items they personally need to bring.
 - iii. How-to videos on necessary tasks: Depending on the activity, there will be recommended videos for all the group members so they can freshen up on outdoor skills. For example, on a backpacking trip they may receive videos on filtering water, disposing of waste properly, using a bear bag, and fire safety.
 - iv. Emergency services
 1. Local services: Users will be provided with local emergency services near their location, and be prompted to write down the addresses and phone numbers for the services before they leave.
 2. Emergency contact: Users will be prompted to create an emergency contact for their trip. This user will receive an automated text message with the details about the trip including the location and planned trip duration. This ensures that if something goes wrong, there will be someone notified and capable of contacting emergency services.
 - v. Budget calculator: Trips will have an optional budget calculator. Users can select items on their packing list (like food, sleeping bags, tents, etc) that they will either need to rent or purchase. The calculator will also take into account the cost of gas from the users home location to the campsite. It can then provide all the group members an estimated cost for the trip.
- e. Intelligent, trip-related notifications: GetLost will provide timely notifications to the users to help them be prepared for their trip
- i. Weather: If weather conditions change from original expectations, or there are expected conditions that are dangerous (severe rain, thunderstorms, etc.), users will be prompted and given several options.
 1. Adding items to gear list: If the weather changes and rain is now forecasted, users will be notified and gear like rain jackets and backpack covers will be automatically added to their gear list.

2. Recommending alternative hikes: If there are similar hikes or activities within the same or lesser distance that do not have inclement weather, users will be recommended those hikes for that weekend instead. Gear lists and budgets will be automatically updated if they agree to switch.
 - ii. Time specific on getting gear: As the trip date approaches, users will be notified about what gear they still don't have and need to get.
 - iii. Time specific on emergency contacts: Users will also be prompted a few days before their trip to enter an emergency contact if they have not done so already.
- B. Competition: Users can also engage in fitness competitions designed to encourage more people to get outside.
- a. Sharing stats with friends: Users can update their friends on their progress by choosing to share many stats like how many miles they walked, or how many activities they have participated in.
 - b. Creating challenges with a friend or group of friends: Users can create challenges, like hike 20 miles in a month, and challenge friends to complete them.
 - c. App-wide competitions: GetLost can also sponsor larger challenges that all users can participate in to encourage engagement with the app.
 - d. Personal goals: Users can set personal goals only viewable by them and use GetLost to record their outdoor achievements.

Interpretive Evaluation:

While there are many apps that do part of what we aim to do, none come close to what we have in mind. The closest one would be an app called AllTrails, free on Android and iOS. AllTrails allows users to sign up and look at nearby trails. It also provides users with difficulty levels along with trail reviews. Users can filter and search for trails by popularity, closest, difficulty, length, elevation, and rating. It also provides users with tags so they can narrow down what they want to see and do while hiking. For example, I could limit the searches to a close trail, with at least 4 stars, medium difficulty, 1-2 miles in length, limited elevation change that has fishing, camping, a river, views, and is stroller friendly. Personally, this is very well done and a good place to model from when designing GetLost.

A downside is that users need to sign up to get access to the full amount of content such as sharing photos and trail paths with friends. While there is a community that uses the app, it is not available through the app. Our approach would allow these users to interact through the app itself.

The UI elements in the app are easy to use. It is clear what everything does and it is easy to find what you need. Less tech-savvy people would have an easy time using the app for their needs. The only issue with the UI is the color choice. AllTrails uses a bright green that is incredibly

distracting and hurts to look at. They seem to be going for the connection with nature that green inspires, but it falls short by being too much. A lighter green and some browns thrown in would do much better and inspire people in the same way.

AllTrails also allows users to record trails and hikes. Users hit the record button when they start walking and when they stop walking, and AllTrails will show the distance they went and the elevation they travelled and how long it took. While this is an interesting feature, it seems largely unnecessary. When loading a map, a user can see the distance and elevation already, so there is no need to track it. On top of that, most hikers will check the time when they start and finish to see how long it took. The recording option seems like a niche feature that people may use a couple times and that only hardcore users are likely to be interested in. Overall, AllTrails is a good tracker and filter for local hikes, but falls short in a few areas. GetLost would need to improve on these to make our app a more enjoyable and easier to use experience.

Another popular app is MapMyHike is a community-based hiking and fitness app that allows you to record your hikes and log your food intake to track calories and nutritional content. The app can also be synced to a wearable device and connect with friends and other hikers to stay motivated. What GetLost aims to do is combine the community based aspect of MapMyHike with the functionality and information offered by AllTrails. GetLost users have the advantage of finding all their information in one app, versus juggling several.

Summary:

From our research we have found people tend to overlook hiking and camping due to lack of nearby resources or lack of knowledge about the two. The majority enjoyed these activities for the social aspect though the added physical activity was a bonus. There were no solutions that offer the complete range of functions in one application. There were systems that offered trail mapping, a community based fitness tracker, and campsite locators, but for a user to have all of these they would need 3 separate systems.

Going forward, we will need to think about the users that will be interacting with the app and what they want to get out of it. We will also need to keep in mind the different ways people engage with nature and how that can become a routine part of their lifestyle. We will also need to have good design and functionality for each aspect of the app. When trying to bring existing pieces together under one umbrella, it can be easy to fall into the trap of doing everything only half as well. Obviously, when focusing on one area, that area gets perfected, but when focusing on three areas, it is easy to lose track. We will want to make sure each area gets the amount of attention it deserves and becomes a full-fledged feature of GetLost.

We see combining all of these aspects into the GetLost app will ease the lives of experienced outdoorsmen looking to plan their next trip as well as encourage beginner hikers and campers to get more in touch with nature.

The user feedback we received is great as it allows us to see what potential users want out of their experience. The only downside is that we did not get many responses from older people (greater than ~25). Going forward, we will want to interview the people above this age range to make the app something that everyone can use and enjoy.

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