

MiniVenture

An app that helps you discover, plan and share your adventures and trips

CSIS 3375 UX Design in Web and Mobile App

Fall 25 Section 1

Team members:

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Yi-Lin Lin (Team lead)

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Requirements Gathering

Purpose & Objectives

- Gather preliminary insights into how potential users perceive outdoor activities and social engagement.
- Explore the lifestyle and behavioural patterns of potential users to understand how often they engage in outdoor activities, as well as their motivations
- Understand the preferences for participating in solo or group activities
- Understand the willingness to take part in group activities with friends and family or unfamiliar participants
- Assess what features of the app the potential users might find valuable
- Evaluate gamified features such as a virtual pet or reward system, that could motivate continued engagement.
- Investigate how potential users discover and share adventure experiences
- Understand the concerns or hesitation potential users might have about using an adventure social app

User Study

A survey-based user study was chosen to collect quantitative and qualitative data on potential users' outdoor activity habits, motivations and preferences for social and gamified features. A survey is a fast and efficient method to collect preliminary data from a diverse group of participants in a short period of time.

The target users for the study are members of the general public, not limited to any specific age group or occupation. This user study includes a dual perspective, as participants come from both student and employee backgrounds, providing a range of viewpoints. The survey was distributed among Douglas students and working professionals whose ages and occupations vary, allowing for identification of more common motivations and trends.

User Study Survey

1. What is your age group?

- <18
- 18-24
- 25-34
- 35-44
- 45-54
- 55+

2. What is your gender?

- Female
- Male
- Non-Binary
- Prefer not to say

3. What is the main mode of transportation you use daily?

- Personal vehicle
- Public transit
- Cycling
- Walking

4. How often do you engage in outdoor activities (walking, hiking, biking etc.)?

- Daily
- Several times a week
- Once a week
- Occasionally
- Rarely

5. Do you prefer solo or group activities when you go outside?

- Solo
- Group
- No preference / both

6. How likely are you to attend or host group activities with your friends?

- Very likely
- 1 2 3 4 5
- Not likely at all

7. How likely are you to attend or host group activities with strangers? *

- Very Likely
- 1 2 3 4 5
- Not likely at all

8. What usually motivates you to go outdoors?

- Tick all that apply.
- Exercise or fitness
- Relaxation or stress relief
- Socializing with friends
- Exploring new places
- Other:

9. What types of activities would you like to attend most?

Tick all that apply.

Hikes / nature walks

Concerts or live performances

Local seasonal events and festivals

Trying new restaurants or cafes

Galleries, art shows, creative workshops

Day trips or short getaways

Adventure sports (kayaking, rock climbing)

10. How do you usually discover new activities or locations?

Tick all that apply.

Friends or social media

Online search (ex. Google)

Apps such as Meetup

Local events / posters / Heard from others

I usually go to familiar places

11. How often do you take photos or videos during your outdoor activities?

Always

1 2 3 4 5

Never

12. How often do you share your outdoor experiences on social media?

Often

1 2 3 4 5

Never

13. How appealing do you find the idea of having a virtual pet that grows as you go out more?

Very appealing

1 2 3 4 5

Not appealing at all

14. What kinds of rewards would motivate you to use an adventure app regularly?

Tick all that apply.

Badges or achievements

Virtual pet items or levels

Social recognition (leader boards, followers)

Real-world rewards (discounts, exclusive invites)

Other:

15. How often do you use outdoor adventure apps? (AllTrails etc.)

Always

1 2 3 4 5

Never

16. Please check the ones you use:

Tick all that apply.

AllTrails

Strava

Komoot

Gaia GPS

Other:

17. How often do you use travel planning and review apps? (TripAdvisor etc.) *

Always

1 2 3 4 5

Never

18. Please check the ones you use:

Tick all that apply.

GoogleMaps

Yelp

TripAdvisor

Wanderlog

Booking.com

Other:

19. How often do you use social connection apps? (MeetUp etc.)

Always

1 2 3 4 5

Never

20. Please check the ones you use:

Tick all that apply.

MeetUp

EventBrite

TimeLeft

Bumble BFF

Hoop

Other:

21. Is there anything else you'd like to share that would help us build a better outdoor adventure app for you?

22. What concerns or hesitations might you have about using an adventure-based app?

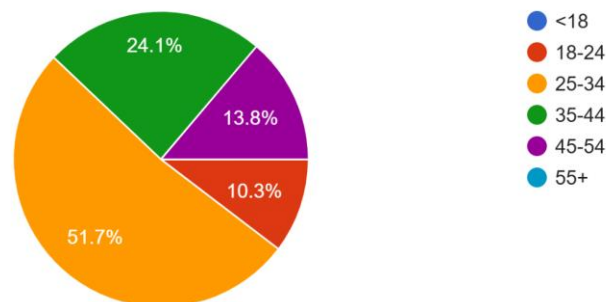
Data Visualization and Analysis

The survey was completed by 29 participants. The majority of the survey participants fell between 25-34 years old (51.7%), followed by 35-44 years old (24.1%). In addition, most of the participants were male (69%). More than half of the participants relied on public transport (58.6%). The highest percentage of respondents occasionally engaged in outdoor activities (34.5%). A large portion of respondents were open to solo or group activities (41.4%). Respondents were more likely to attend activities with friends (average rating 2.41 out of 5, with 1 being Always and 5 being Never) but less likely with strangers (average rating 3.21). The most common motivation for going outdoors was relaxation or stress relief (72.4%).

Regarding the type of activities, the most popular activity was hikes or nature walks (82.8%). The largest portion of respondents discovered new activities or locations through friends or social media (93%). A greater share of survey participants took photos and videos during outings more often than not (average rating 2.66), even though they don't always share them on social media (average rating 3.41). Respondents indicated moderate to strong interest (average rating 3.41) in having a virtual pet as a companion. More than three-quarters of respondents were mostly motivated to use adventure-based apps if there were real-world rewards. Most survey participants rarely used outdoor adventure apps (average rating 3.86). Participants sometimes use travel planning or review apps (average rating 2.83) and social connection apps (average rating 3.34). Most used apps: GoogleMaps(26), EventBrite (15), Booking.com(12), MeetUp(11). Outdoor adventure apps had the fewest number of users compared to social event apps and review apps.

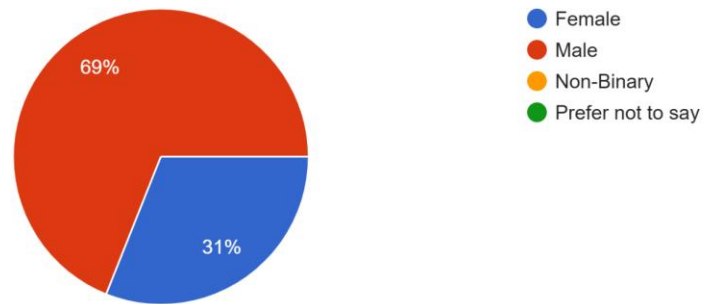
What is your age group?

29 responses



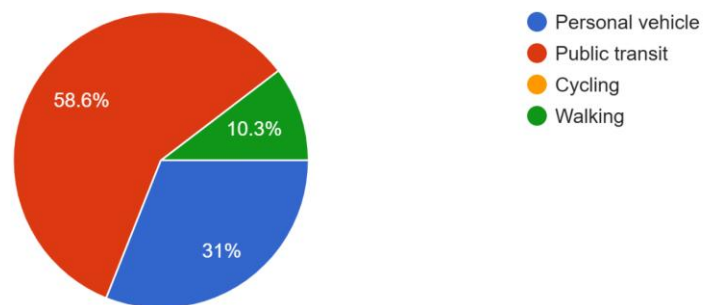
What is your gender?

29 responses



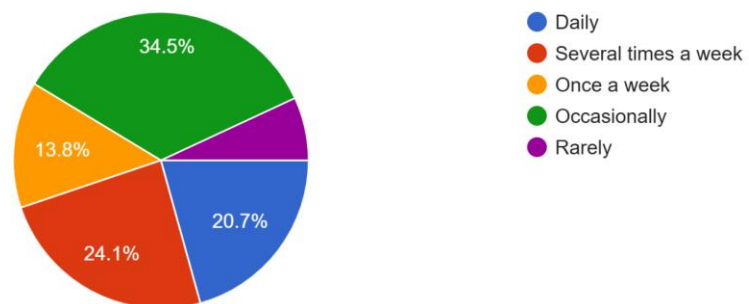
What is the main mode of transportation you use daily?

29 responses



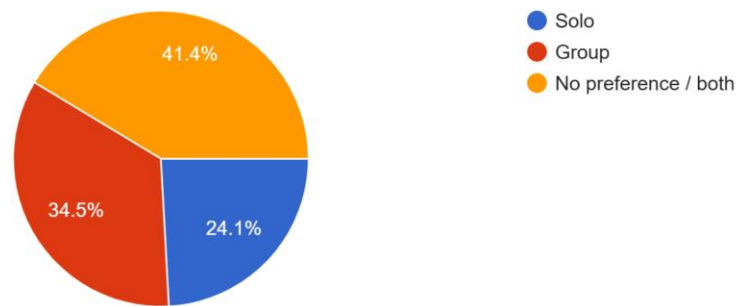
How often do you engage in outdoor activities (walking, hiking, biking etc.)?

29 responses



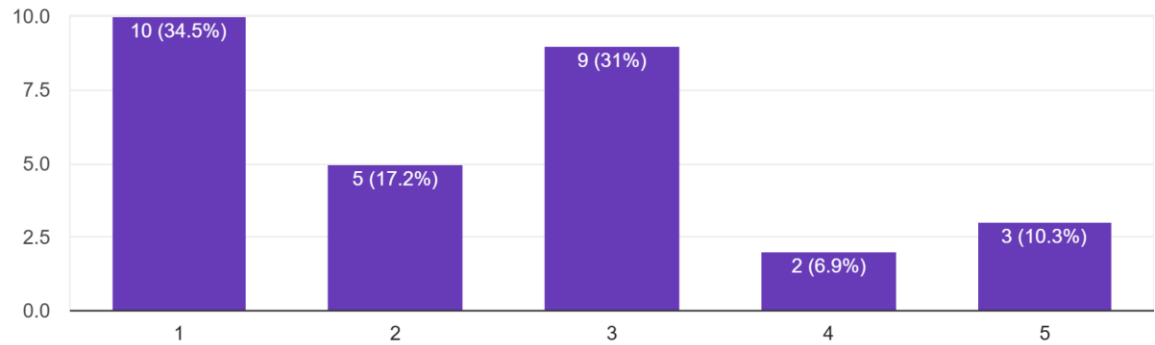
Do you prefer solo or group activities when you go outside?

29 responses



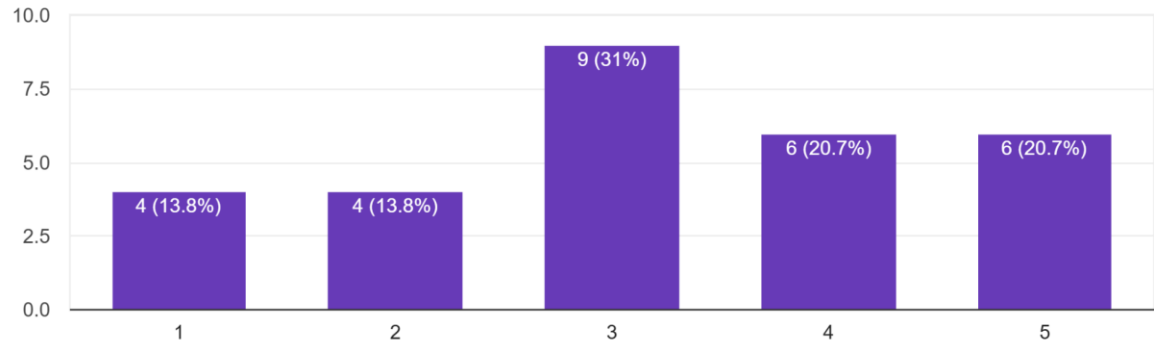
How likely are you to attend or host group activities with your friends?

29 responses



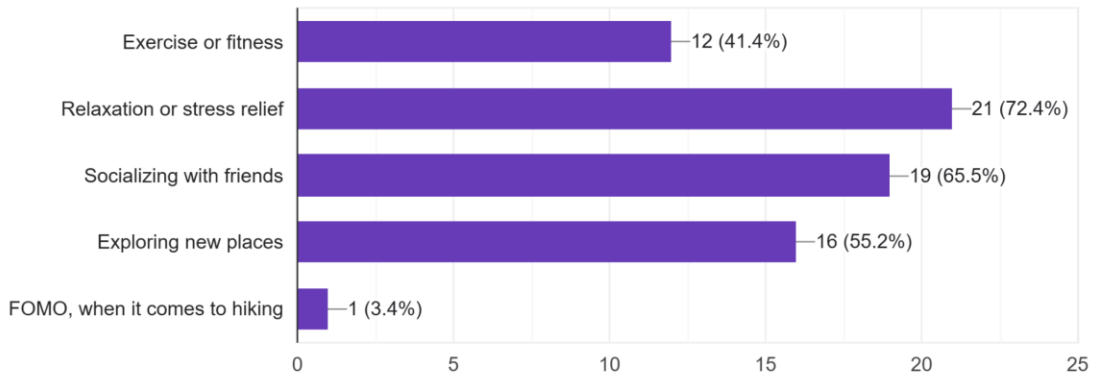
How likely are you to attend or host group activities with strangers?

29 responses



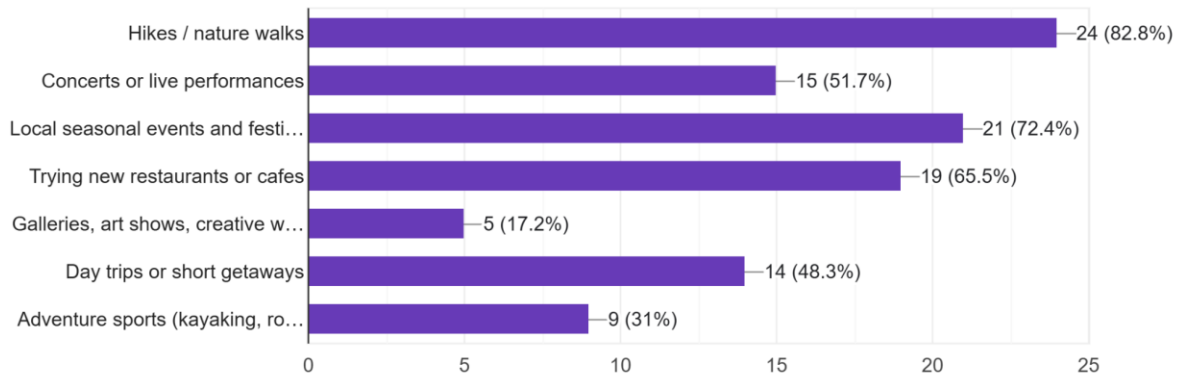
What usually motivates you to go outdoors?

29 responses



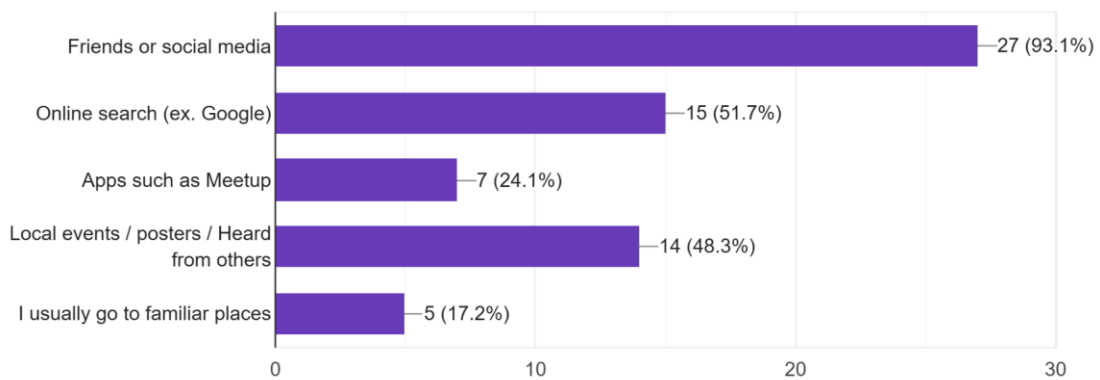
What types of activities would you like to attend most? (can choose multiple)

29 responses



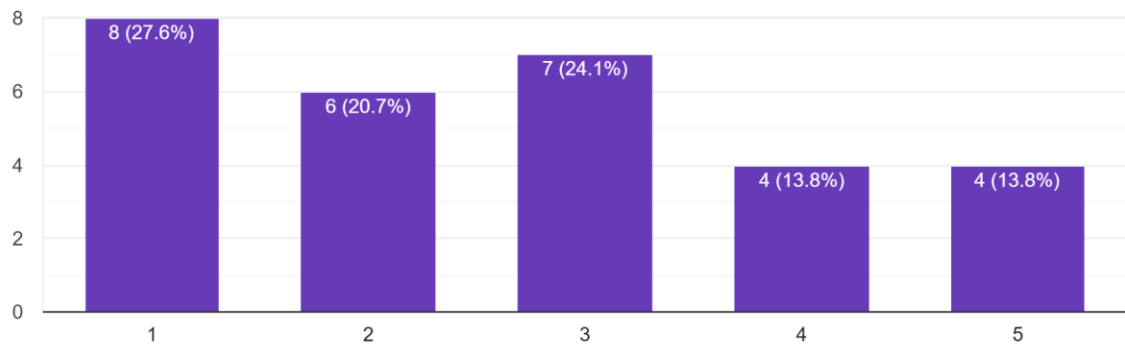
How do you usually discover new activities or locations?

29 responses



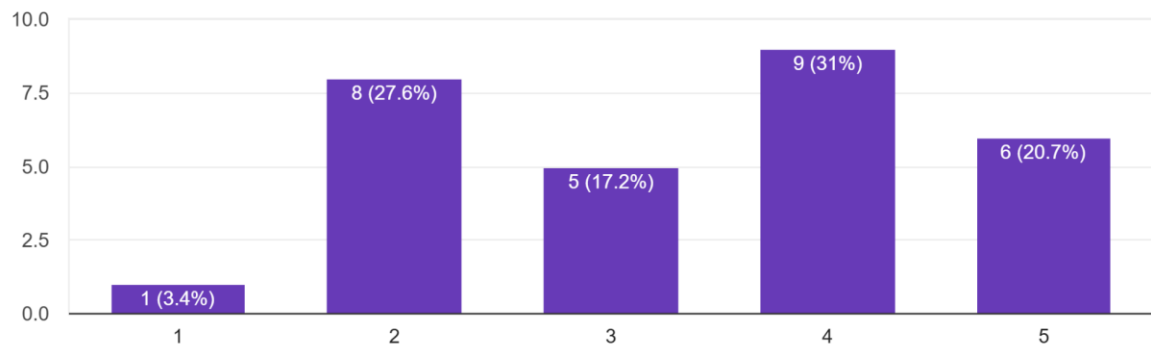
How often you take photos or videos during your outdoor activities?

29 responses



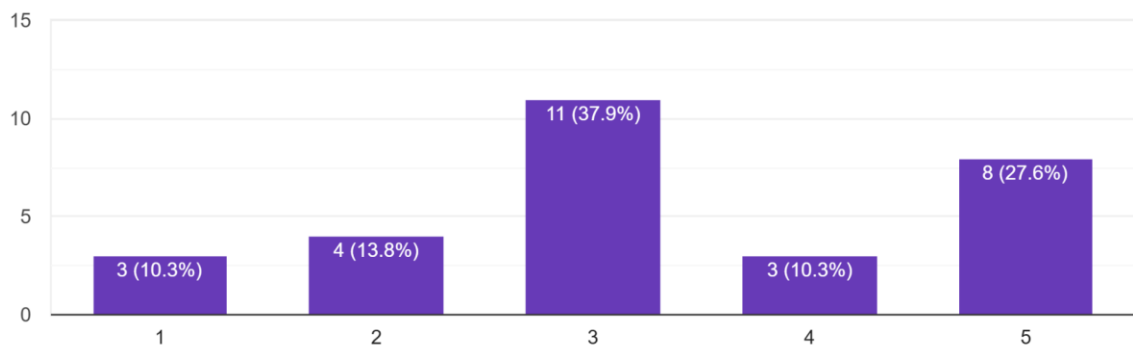
How often do you share your outdoor experiences on social media?

29 responses



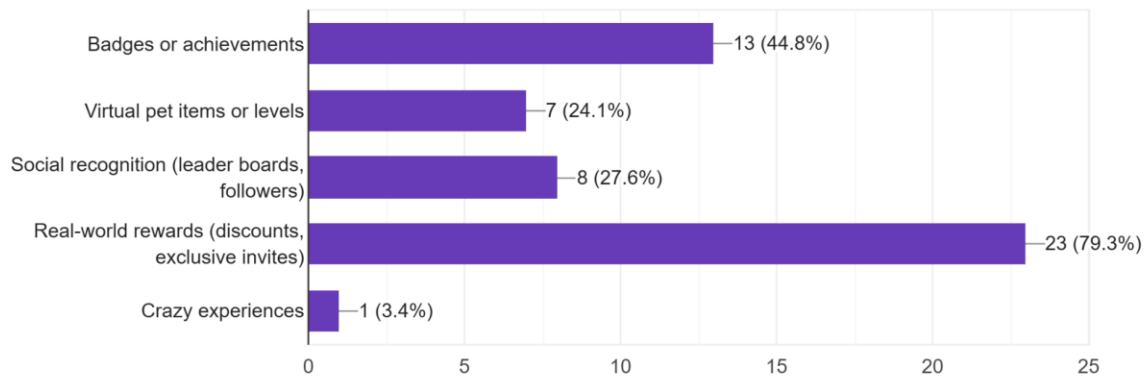
How appealing do you find the idea of having a virtual pet that grows as you go out more?

29 responses

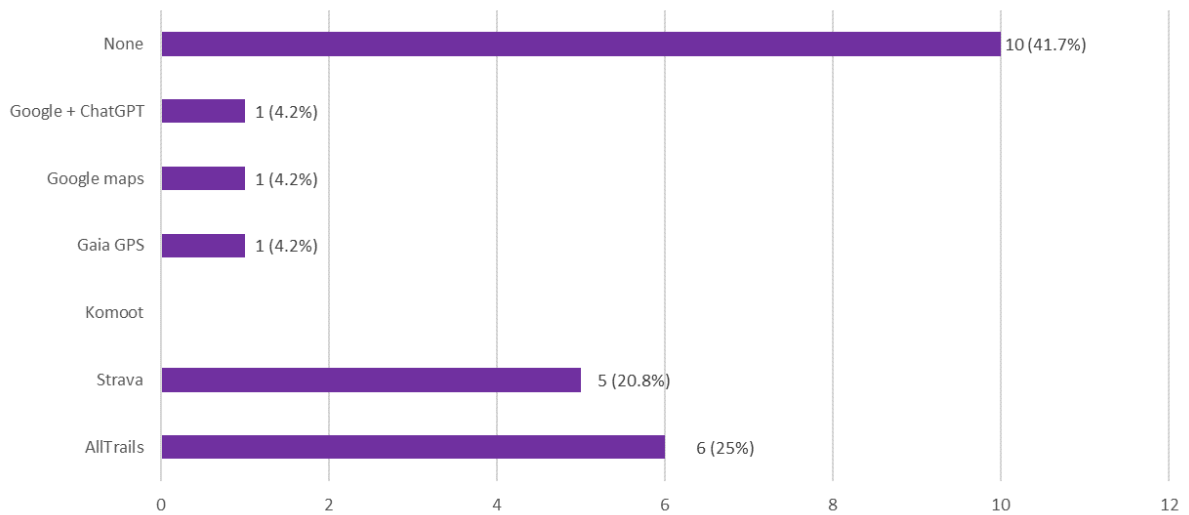


What kinds of rewards would motivate you to use an adventure app regularly?

29 responses

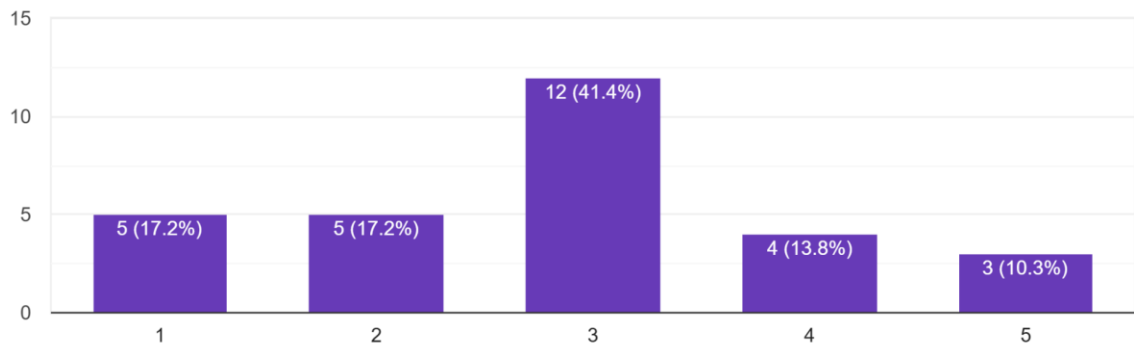


Please check the ones you use:



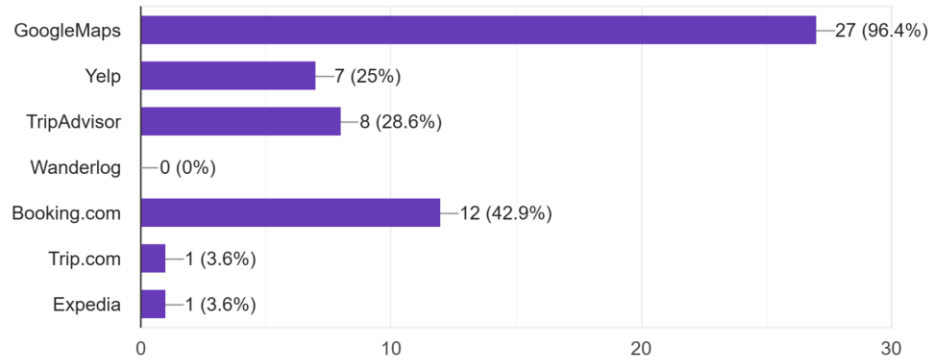
How often do you use travel planning and review apps? (TripAdvisor etc.)

29 responses



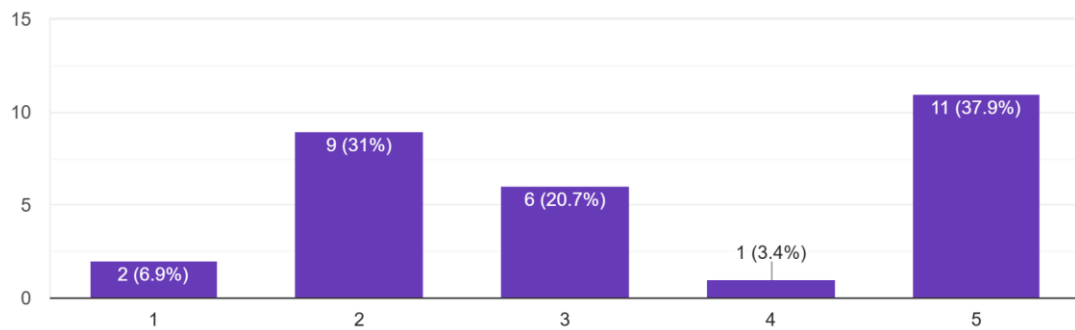
Please check the ones you use:

28 responses

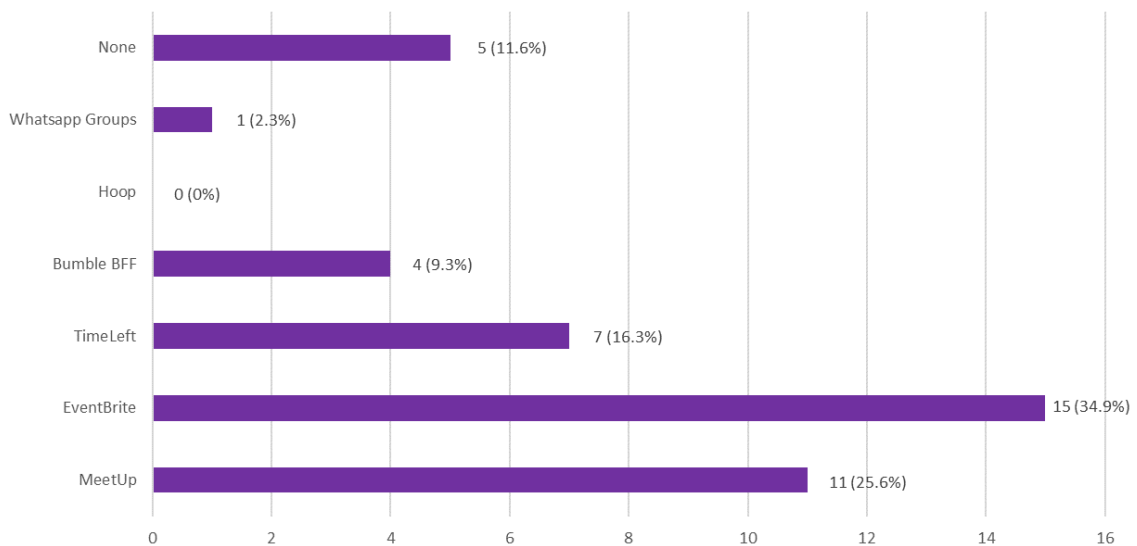


How often do you use social connection apps? (MeetUp etc.)

29 responses



Please check the ones you use:



Open-ended question responses

Overall, respondents depicted the needs in social coordination, safety, engagement, and personalization. Their hesitations primarily focused on privacy, social compatibility, event quality, and personal motivation. Participants indicated that features which foster community, streamline activities, provide meaningful feedback or rewards, protect user data, allow selective social interactions, offer clear notifications, and ensure engaging events would be important for improving the user experience.

Q. Is there anything else you'd like to share that would help us build a better outdoor adventure app for you? 11 responses
Ability to start a "looking for group" and having people join after a review of their request to join. Or have a "looking for group" that turns into an official plan AFTER a certain number of people have committed.
Friendly for kids
link to watch
Integration with social media apps to post achievement
Voting system to change different properties of the event
maybe adding group chat where you can talk to friends
Record the past adventures
organize well
It has to be cute and engaging, like clever notifications
Apps like Meetup have an open gate policy for most events, which works great at the beginning but degrades the overall experience over time since it doesn't weed out the small number of antisocial elements. Having policies to protect and improve group dynamics should be a must.
Maybe different recreation types, have a zodiac, for example, and i'm oddly looking to network with other people who also have inflatable boats. But maybe the same thing applies to paddle boarding, or kayaking, or skiing. I don't know....
Q. What concerns or hesitations might you have about using an adventure-based app? 13 responses
Too much information shared and used for unintended purposes.
privacy
Privacy
I may not use this if my friends are not using this.
Trustworthiness
Going to an event and be very boring
tracking personal information
I would like to be notified about events happening near me. I'm lazy to go and look by myself.
Bad people matching, unappealing adventures, bad timings and difficulty in joining adventure (like, having to figure out how to get to the place and back)
Not a very active traveler. Probably won't use app as often.
there are people who broke or stressed, i don't want to be tools for them to relax
To forget about it
Getting stuck on a long adventure with people you might not vibe with...

Insights

- Users prefer attending activities with friends, but also open to solo or group participation with strangers
- Users have diverse daily transportation habits
- Respondents occasionally engage in outdoor activities
- Users are more likely to attend activities with friends than with strangers
- A significant portion is open to both solo and group activities
- Relaxation or stress relief is the primary motivator
- Most users take photos or videos but don't consistently share them on social media
- Users sometimes use travel planning or review apps and social connection apps, but not adventure apps
- Real-world rewards are the strongest motivation
- Users are moderately interested in having a digital companion
- Users respond well to feedback and achievements
- Key concerns include privacy, social compatibility, event quality, and personal motivation
- Include both solo and group activity modes to accommodate flexible user preferences
- Emphasize friend-based activities
- Allow controlled participation with strangers
- Offer gamified features, for example, a virtual pet, achievements, combined with real-world rewards
- Provide social and communication tools, such as group chat, event notifications, and event coordination
- Ensure data security and privacy protection
- Focus on engaging and well-organized events with filters to enhance user experience
- Include personalization features, like activity types of interests

Personas and Scenarios

Persona 1: Mike

- Age 42
 - Recently divorced
 - Has 2 kids who stay with their mom
 - Industrial technician
 - Works shift hours
1. Mike recently got a divorce, which had a huge impact on his social life.
 2. He has a lot more free time on his hands since his kids are no longer staying with him and needs distractions.
 3. He used to hang out with his wife's friends, and now he feels isolated.
 4. Loves the idea of exploring new restaurants, local events, or scenic spots.
 5. He doesn't do any sports and rarely goes to the gym.
 6. Enjoys light outdoor activities like walking, but isn't particularly athletic.
 7. His work shifts make it difficult to plan ahead.

Persona 2: Lina

- Age 23
 - Exchange student
 - Loves outdoor activities
 - Has lots of free time
-
1. Lina is only staying in the city for 6 months and wants to make the most of it.
 2. She doesn't own a personal vehicle, and sometimes has a hard time finding her way around
 3. Enjoys trying new activities, especially outdoors (hiking, kayaking, climbing).
 4. Loves partying and uses social media frequently to document her experiences.
 5. Feels overwhelmed by how much there is to see and do in a short time.
 6. She wants to meet new friends who share her love for outdoor activities.
 7. Doesn't always feel safe exploring unfamiliar places alone.
 8. Feels energized when she's part of a group or challenge.

Persona 3: Alex

- Age 28
 - Office worker
 - Works long hours often overtime
 - Lives in the city
-
1. After long days at the office, Alex often feels stressed and drained.
 2. He looks for ways to unwind without committing too much time.
 3. He enjoys short outings, such as a quick walk in a nearby park, or a bike ride, to clear his mind
 4. He occasionally joins friends for evening walks or a small drink.
 5. While walking, he notices a small new dessert store on a side street
 6. He goes inside, and orders a pastry he hasn't tried before along with a cup of coffee
 7. After taking a photo of the dessert, he enjoys the dessert while sitting at a small table
 8. Feeling refreshed, he finishes his walk and heads home
 9. Before going to bed, he posted the picture on his social media account

Persona 4: Maria

- Age 34
 - Lives outside of the city
 - Recently went back to school to study design
 - Long commute from home to school
 - Owns a car
-
1. After a long week of commuting to school and attending classes, Maria stays at home on the weekends to relax
 2. She grabs a snack and her laptop, and sits on the couch
 3. She starts binge-watching videos, from TV dramas to travel vlogs, even design tutorials.
 4. She occasionally pauses to scroll through social media or check out local events, but mostly enjoys doing nothing
 5. Sometimes she jots down creative ideas inspired by what she's watched, but mostly she lets herself be a couch potato
 6. If she sees something interesting, she puts it on the calendar
 7. By the end of the day, she feels rested and refreshed

Requirements generation

Based on the user personas we generated, MiniVenture should offer the following features:

- GPS and map showing nearby adventures/events
- Route calculation based on different methods of transport
- Social connection - adding friends and contacts
- Activity categories and personalised recommendations
- Option to host or join events
- Calendar for planning and upcoming events
- Privacy options
- Social feed for sharing photos
- Motivation tool with challenges, badges, or a virtual pet
- Recommendations for quick adventures

Synthesis of Requirements Generation & Gathering

Based on the requirements we generated and the results of the user study, the following features were identified in order of priority:

Must have

- Login / Registration
- Setting: profile, preference, privacy
- Activity feed: list nearby activities
- Filter: Type, difficulty, distance, size, age
- Solo or group mode
- Event creating and hosting: private or public
- Event invitations
- Event approval: approve participants, manage strangers
- Report and Blocking
- Activity tracking: GPS, route, duration
- Friend connections: contact list
- Map integration
- Digital companion: pet customization
- Real-world rewards: discounts, event tickets

Should have

- Notifications: event reminders, friend invitations
- Highlight: highlight events friends are attending, popular events
- Comments or reactions: activity, host
- Mood tracker
- Analytics: trends, favorites, reports, participation frequency
- Group chats
- Photo/video upload
- Calendar integration
- Weather integration
- Achievements and badges

Can have

- Camera integration
- Activity sharing: notes, sketches, reflections
- Social media integration
- Sharing: photos, videos
- Biometric tracker
- Progress tracker: pet growth, achievements

Want to have

- Challenges and leaderboards
- Themed or seasonal events and challenges

AI Use

AI Tool Name	Version, Account Type	Specific feature for which the AI tool was used	Value addition
ChatGPT	GPT-5 Mini, Free	- Analyze and interpret the survey - Calculate average and median - Suggest wordings (Appendix)	- Summarize a large amount of data in a short amount of time - Help focus on the key point right away
ChatGPT	GPT-5 Free	- Fine-tuning some of the user personas (Appendix)	- A few of the relevant points were picked and added from the response

Work Logs

Student Name: Yi-Lin Lin

Date	Number of Hours	Description of Work Done
Sep 24, 2025	1	App ideas for presentation
Sep 30, 2025	0.5	App concept
Oct 2, 2025	1	Brainstorm on app features
Oct 3, 2025	2	Research on competitor and inspiration
Oct 4, 2025	4	Compose the draft for proposal
Oct 11, 2025	2	Draft for survey
Oct 15, 2025	0.5	Finalize the survey
Oct 28, 2025	0.5	Distribute the survey
Oct 31, 2025	1	Create personas
Nov 1, 2025	3	Draft requirement document
Nov 2, 2025	3	Draft requirement document

Student Name: Chidem Sabuncu

Date	Number of Hours	Description of Work Done
Sep 24, 2025	1	Working on app ideas
Sep 30, 2025	3	App concept and initial repo setup
Oct 2, 2025	1	Brainstorm on app features
Oct 4, 2025	1	Proposal review
Oct 10, 2025	3	Drafted requirements gathering survey
Oct 15, 2025	2	Finalize survey
Oct 24, 2025	0.5	Put survey on Google Forms
Oct 26, 2025	0.5	Publish survey and distribute to people
Oct 29, 2025	2	Check survey results and get charts
Oct 30, 2025	3	Work on survey insights, create personas, work on requirements document draft
Nov 1, 2025	1	Work on requirement document
Nov 2, 2025	2	Work on requirement document

APPENDIX

AI Use

ChatGPT Log

<https://chatgpt.com/share/6907cbbb-2514-800e-92f6-ae7c1284d838>

ChatGPT ▾

What is your age group?
45-54
25-34
35-44
25-34
18-24
25-34
18-24
25-34
25-34
35-44
35-44
45-54
25-34
45-54
35-44
35-44
35-44
18-24
45-54
25-34
25-34
25-34
35-44

Want to keep using GPT-5? Try Plus for free. Upgrade your plan to keep getting better, faster answers.

Try Plus free

×

+

Ask anything

🔊

🗨️

ChatGPT can make mistakes. Check important info. See [Cookie Preferences](#).

ChatGPT ▾

Good — you've got categorical (ordinal) survey data here. Let's go step-by-step on how to analyze it.

📊

1. Count the frequency of each age group

Since each entry represents one respondent's age group, you can tally how many times each appears.

Example counts from your data (I'll count them):

Age Group	Frequency
18-24	3
25-34	14
35-44	7
45-54	4

✅

Total respondents: 28

📊

2. Calculate percentages

This gives a sense of distribution.

Age Group	Frequency	Percentage
18-24	3	10.7%

2

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Try Plus free

×

+

Ask anything

🔊

🗨️

ChatGPT can make mistakes. Check important info. See [Cookie Preferences](#).



F25_3375_S1_G6_MiniVenture_Pro...
Document

Given the attached app idea, can you help me add a few more details to the user personas I detailed below:

Persona 1: Mike
Age 42
Recently divorced
Kids not staying with him
Works shift hours

Mike recently got a divorce, which had a huge impact on his social life.
He has a lot more free time on his hands since his kids are no longer staying with him and needs distractions.
He used to hang out with his wife's friends and now he feels isolated.
He's always down to try new places and activities.
He doesn't do any sports and rarely go to the gym.
He enjoys an occasional stroll in the park.

Persona 2: Lina
Age 23
Exchange student
Loves outdoor activities
Has lots of free time

Persona 1: Mike

Age: 42

Occupation: Industrial technician (rotating shifts)

Status: Recently divorced, kids live with his ex-wife

Background & Situation:

Mike's recent divorce has reshaped his social circle and daily routine. He's adjusting to having more time alone and wants to fill his evenings or days off with something engaging. His irregular shift schedule makes it hard to commit to regular group hobbies or fitness classes.

Personality & Motivations:

- Outgoing but currently disconnected — misses social interaction.
- Curious and open to new experiences.
- Enjoys light outdoor activities like walking but isn't particularly athletic.
- Loves the idea of exploring new restaurants, local events, or scenic spots.
- Finds purpose and comfort in routine-based apps (e.g., tracking progress, caring for something).

Goals:

- Rebuild his social network and meet new people in casual, pressure-free settings.
- Find motivation to be more active without feeling like he's "exercising."
- Add structure and small rewards to his free time (through the virtual pet or app challenges).

Frustrations:

- Feels awkward joining social events alone.

