Hypotheses

What customers need and how they would use product

-Parking options, so they will know where to park.

-Nearby locations, so they will be able to visit other nearby sites or stores.

-Shelter areas in case they seek shelter.

-More pictures, they want to see pictures of the trails.

-GPS, for exact directions

Validation

We need to add more pictures and nearby locations, we lack this. We don't have anything on shelters on the trail. We did not include anything about GPS. We have a good start, but we need more data.