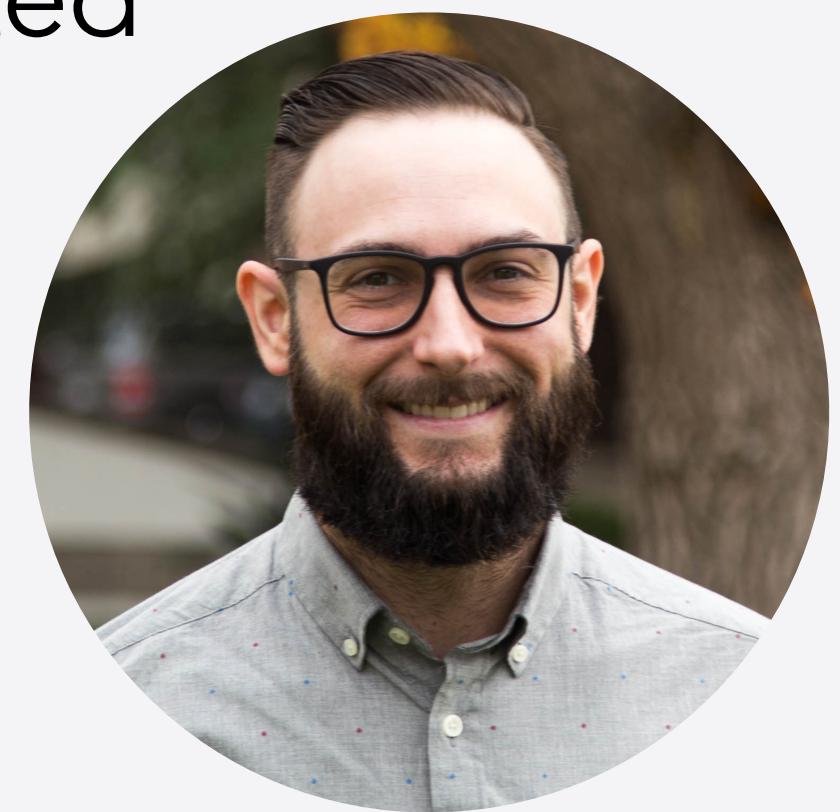
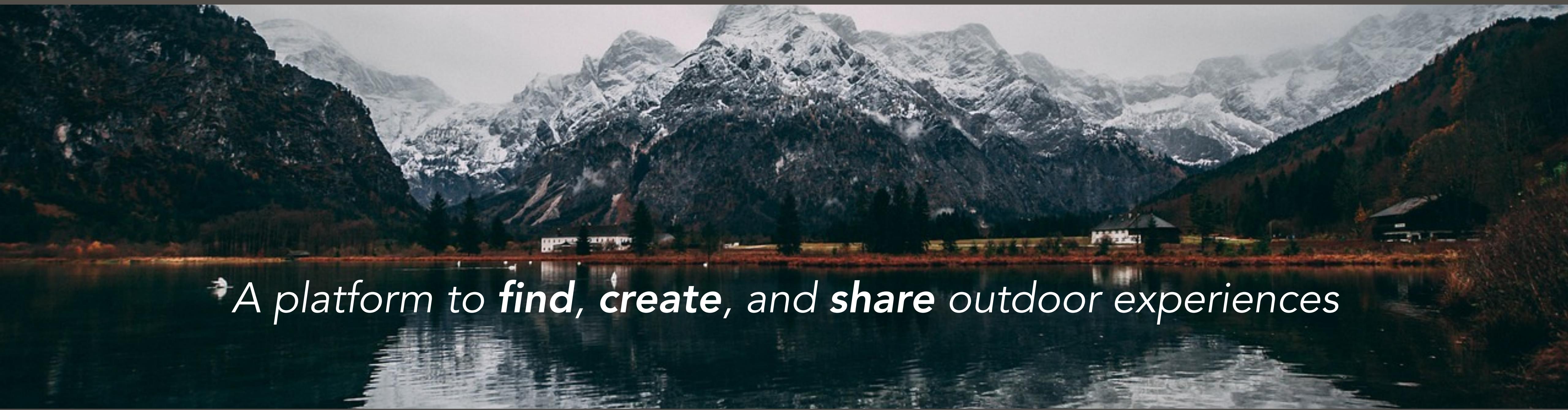


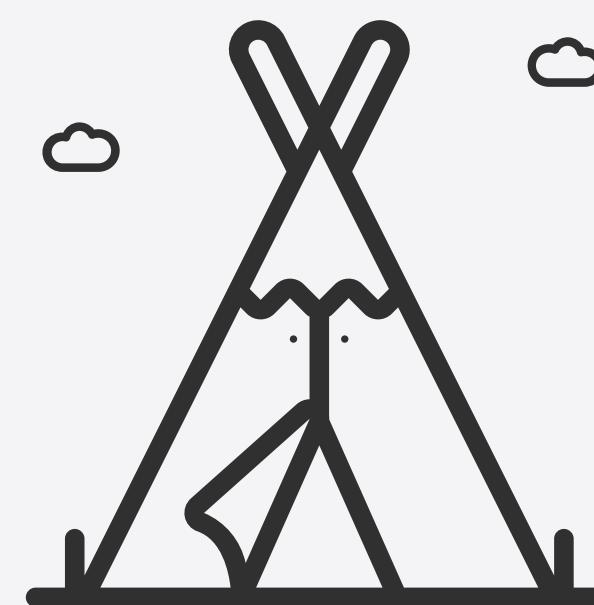
YourTrek

Christopher J. Schmank
UX Strategy Portfolio
Provisional/Validated
User Personas
Spring 2020



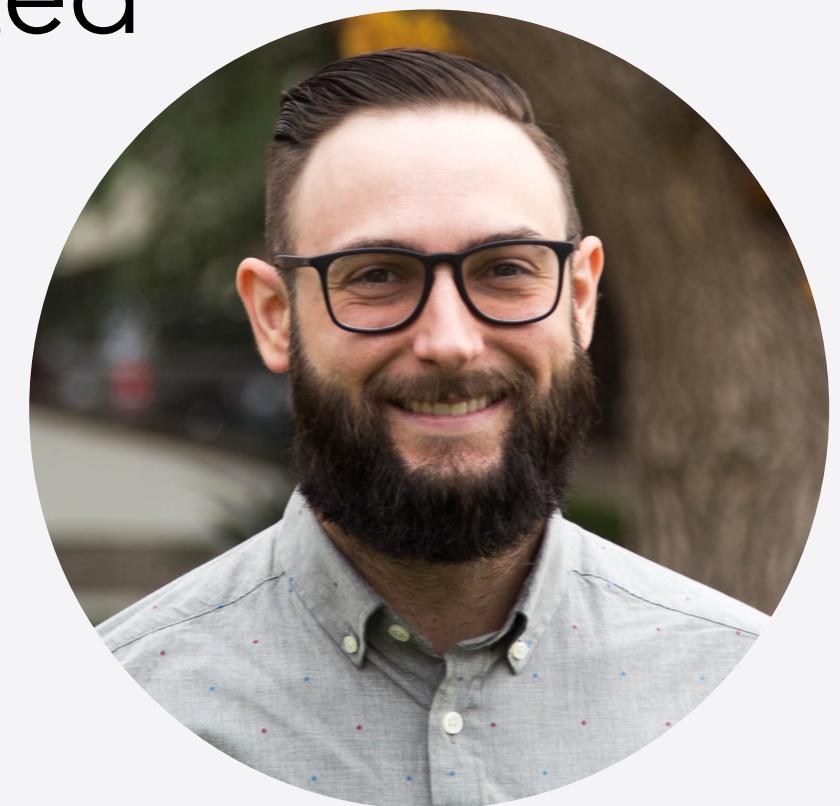


A platform to **find**, **create**, and **share** outdoor experiences



YourTrek

Christopher J. Schmank
UX Strategy Portfolio
Provisional/Validated
User Personas
Spring 2020





Problem Statement

Outdoor enthusiasts in LA have difficulty finding new areas to explore



Initial Value Proposition

Trip Advisor for Outdoor Enthusiasts

Provisional Persona



LA-based Outdoor Enthusiasts

Description

- Mid 20s to early 40s
- Prefer to do outdoorsy, strenuous activities
- Motivated to push themselves
- Finds it difficult to find new areas to explore

Behaviors

- Regularly exercises outdoors
- Often looking for novel outdoor activities
- Uses word of mouth and/or online info to find new locations for exploration

Needs & Goals

- New locations to break up monotony
- Access to novel trails/trailheads
- Better repertoire of outdoor areas that have been recently used and endorsed

Customer Discovery Location



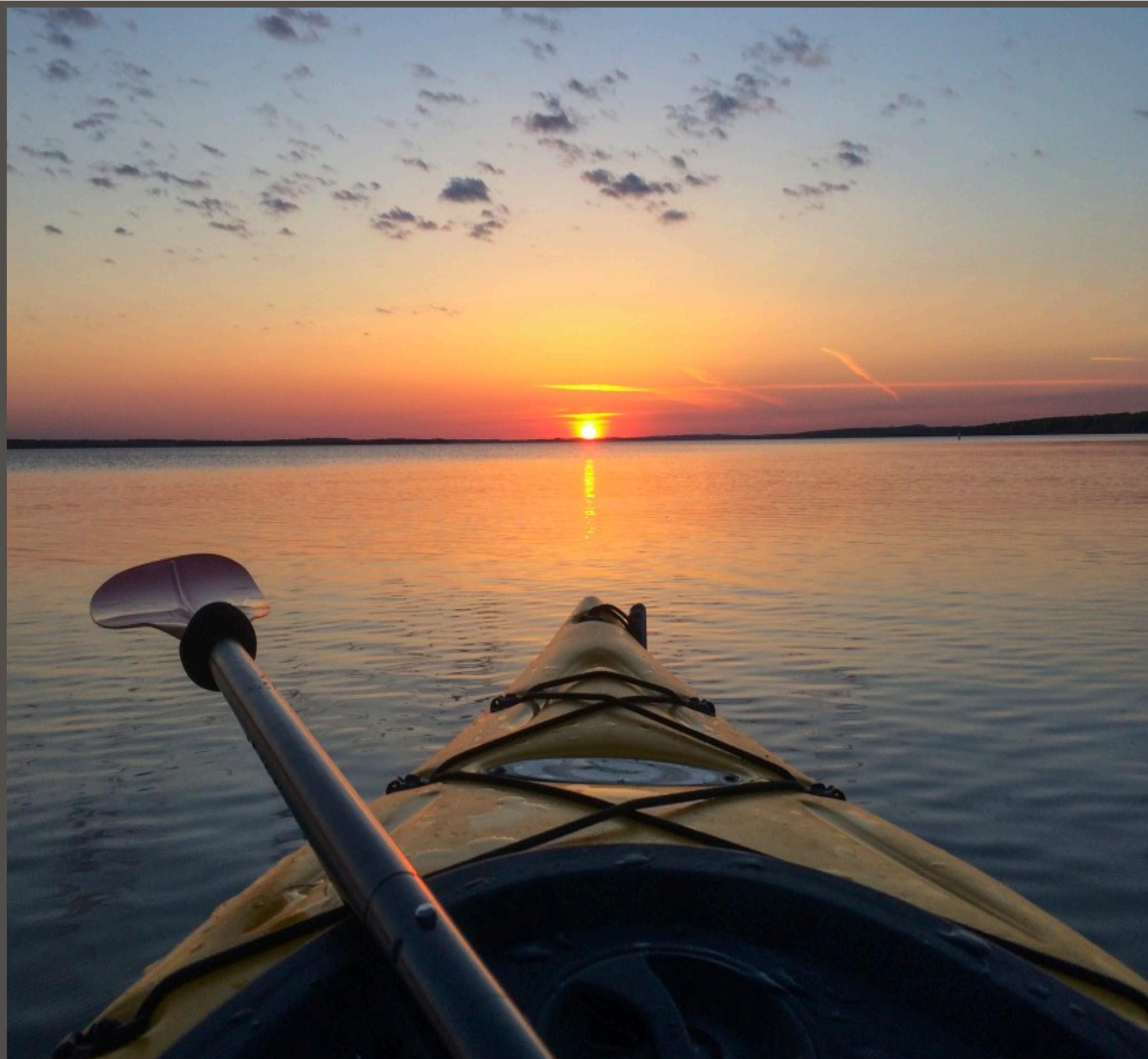
Friday 9 am - 4 pm
Rancho Cucamonga REI

Screener Question



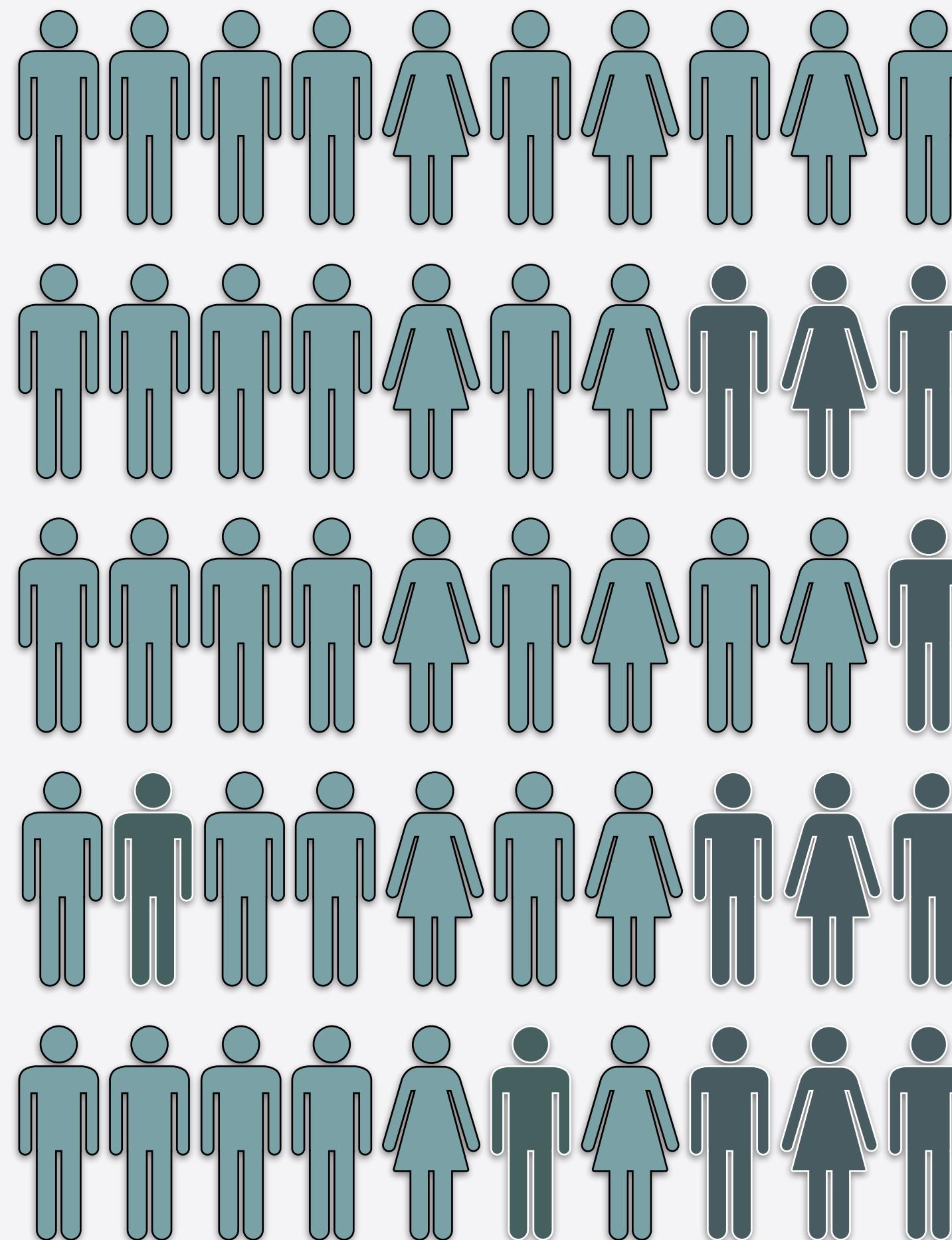
Do you often participate in strenuous, outdoor activities—like hiking, mountain biking, trail running, snowboarding, or skiing?

Interview Questions

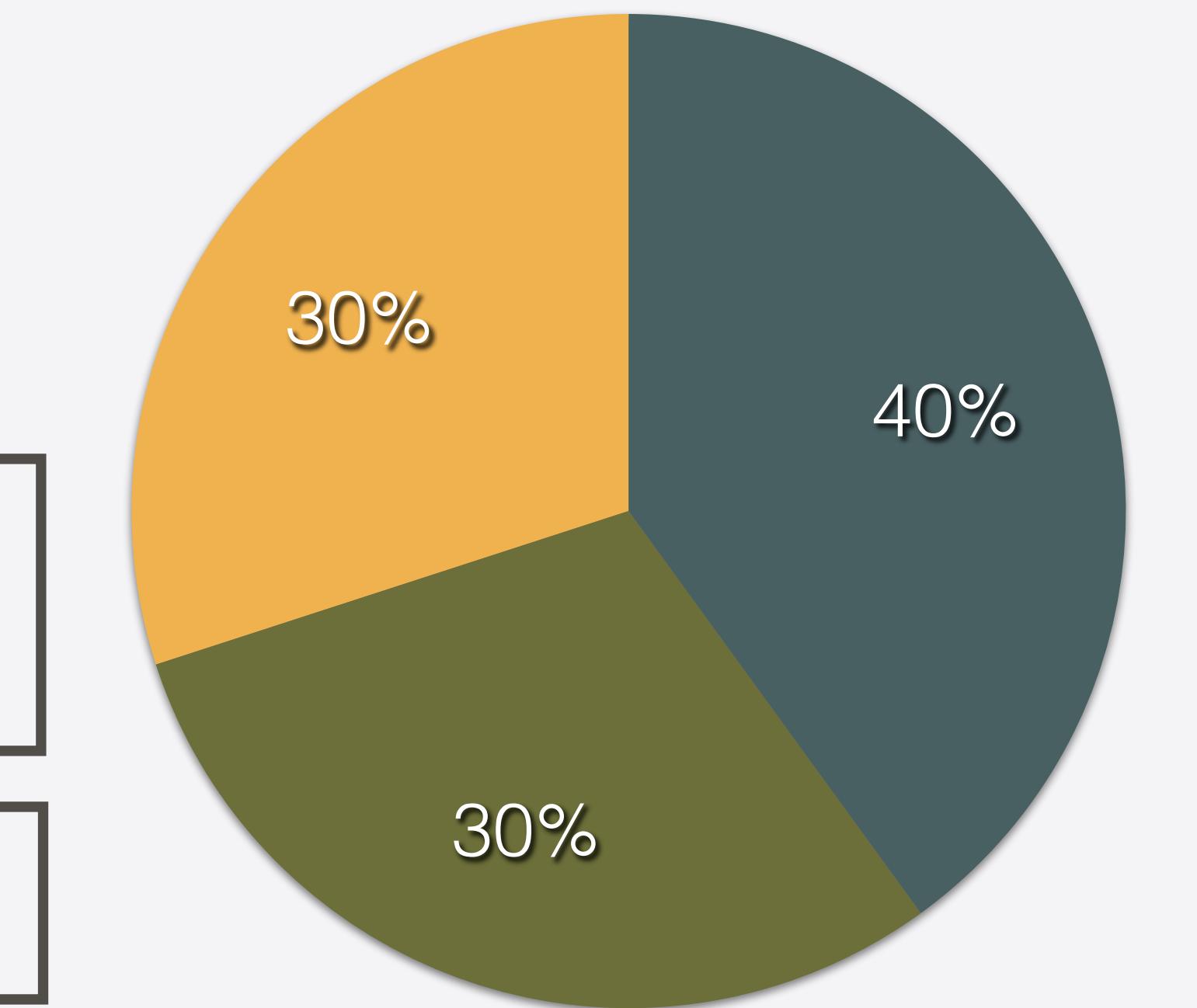


1. How often do you participate in outdoor activities?
2. When visiting outdoor areas do you plan out your activity from home or prefer to plan on the fly?
3. Tell me about where you like to go for outdoor activities.
4. Do you prefer to visit the same locations each time or visit new areas?
5. Do you change locations often for outdoor activities?
6. Would you like to find new locations for outdoor activities?
7. In the past, have you found it difficult to find new areas for outdoor activities?
8. Would you use an interactive website/application with features geared to help find new locations for outdoor activities?
9. Would you be interested in social features that could be used to set up group meetups for outdoor activities?
10. Would you be willing to pay for a service like this?

Findings: Validated



How do you plan outdoor activities:



● At Home

● On the Fly

● Depends

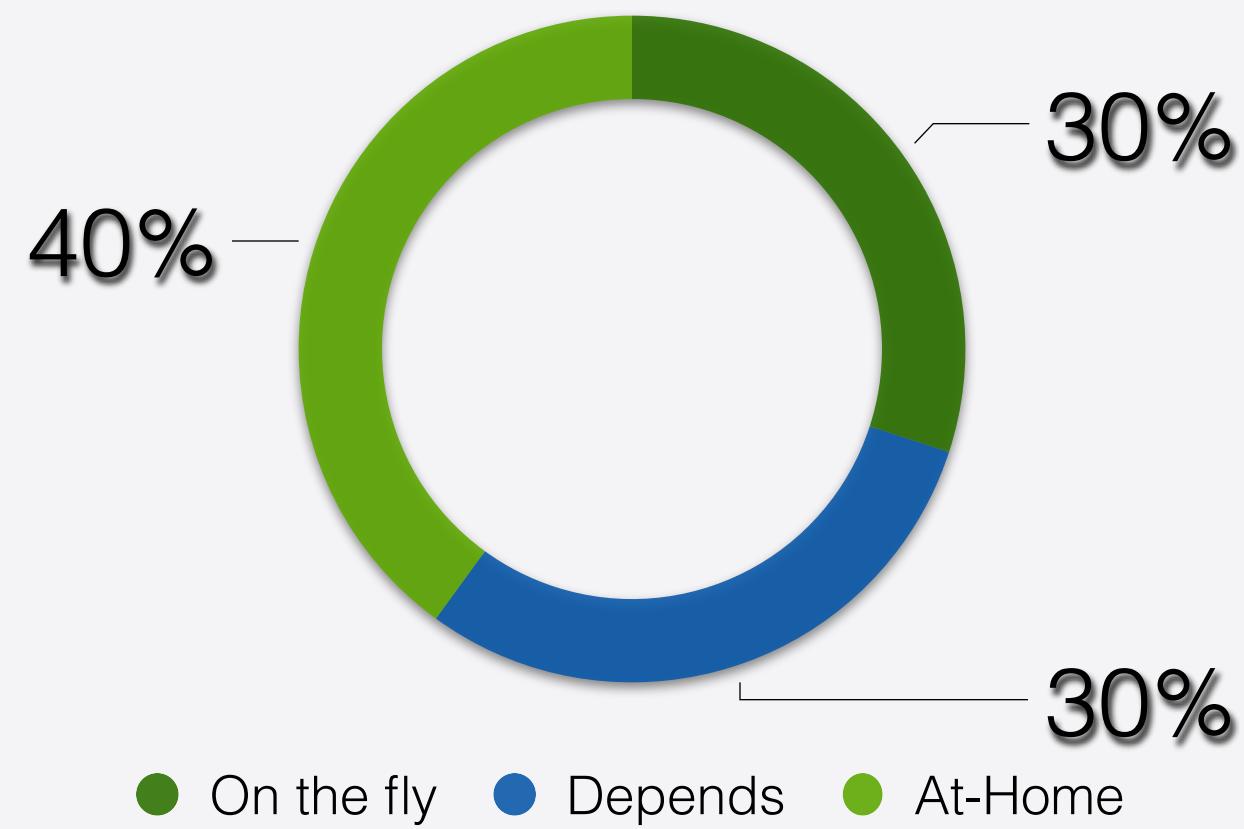
5/10 customers mentioned that they frequented **same locations** and agreed that this was because they often **experienced difficulty** finding new locations

Customer Discovery Findings



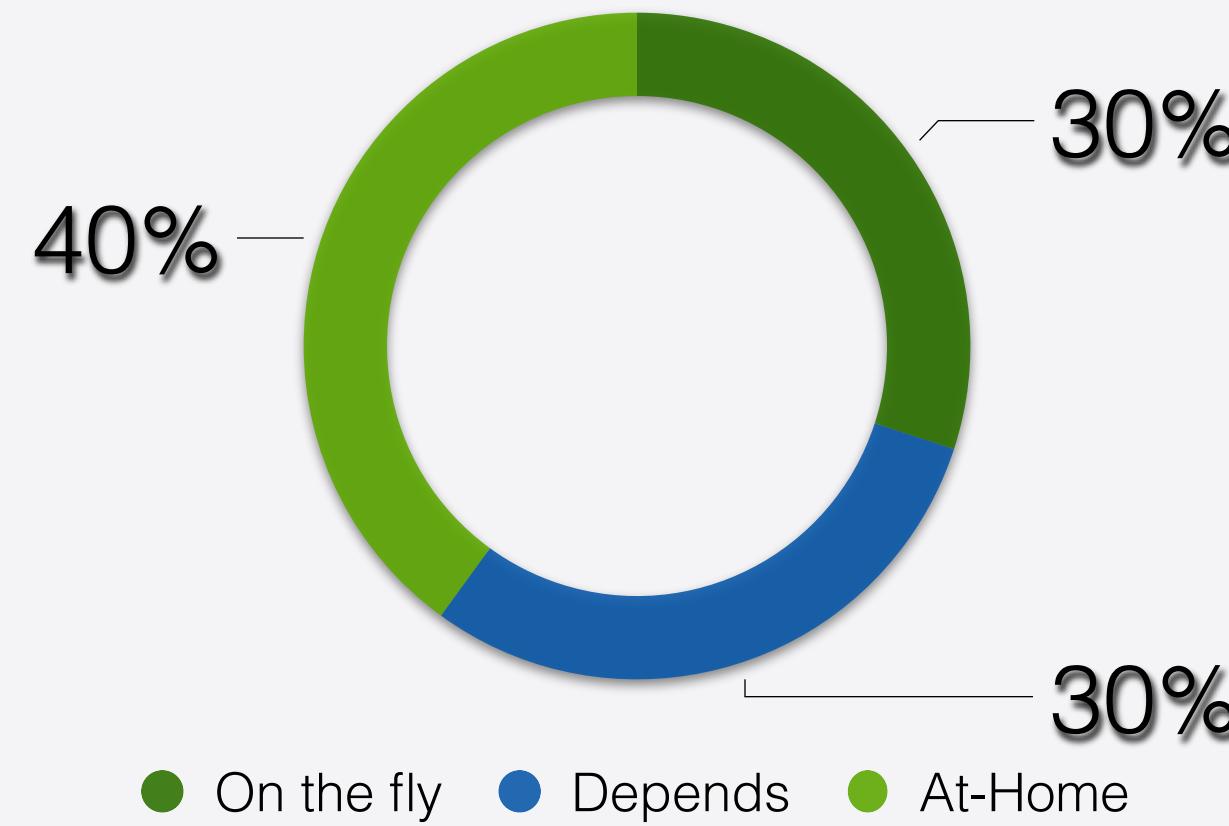
Customer Discovery Findings

How do you plan your outdoor activities?

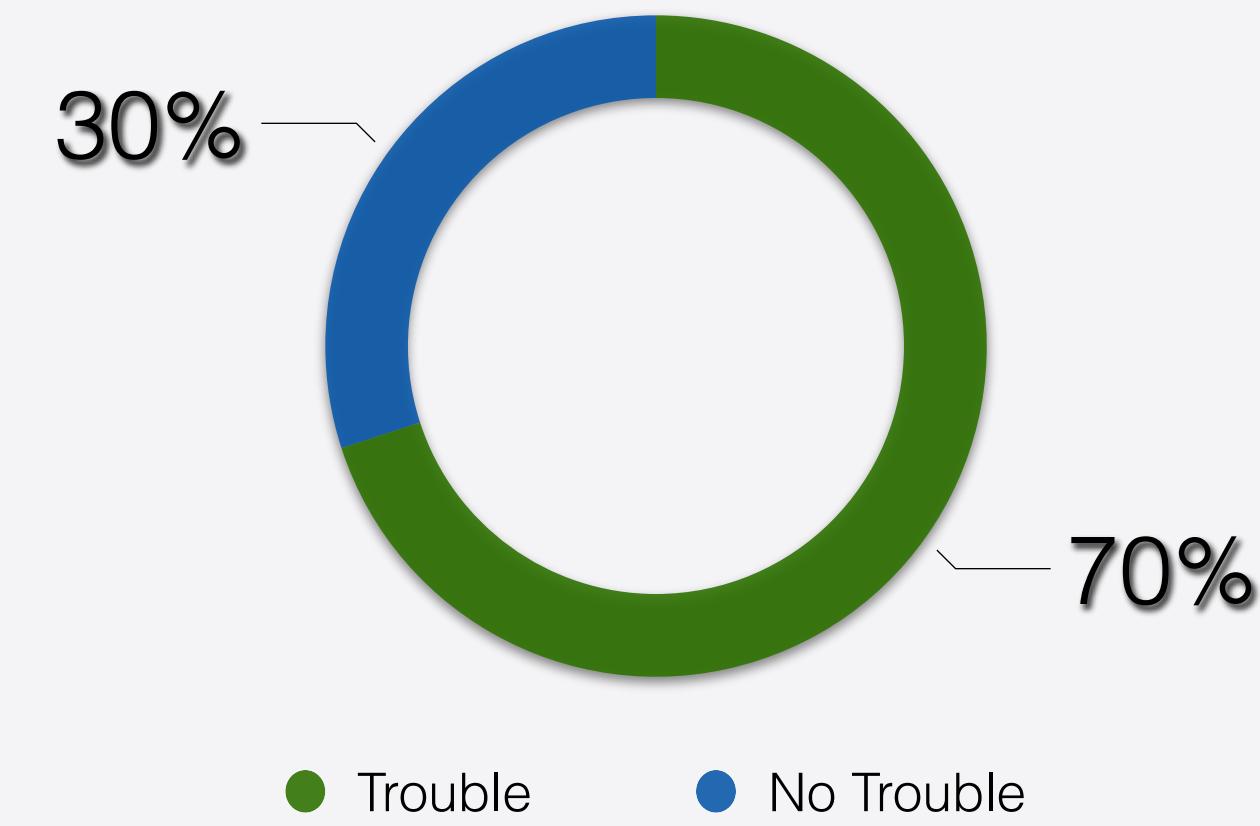


Customer Discovery Findings

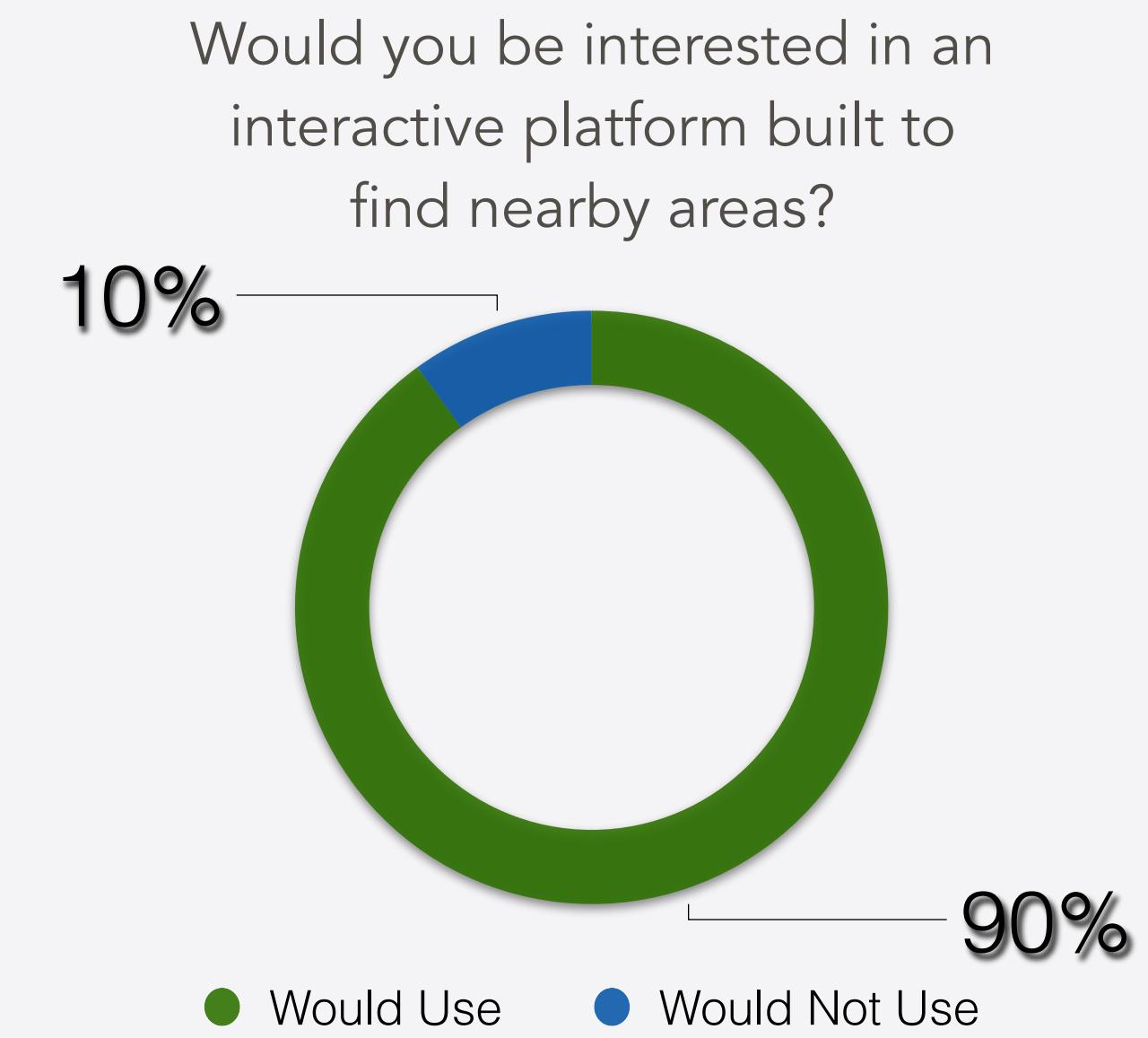
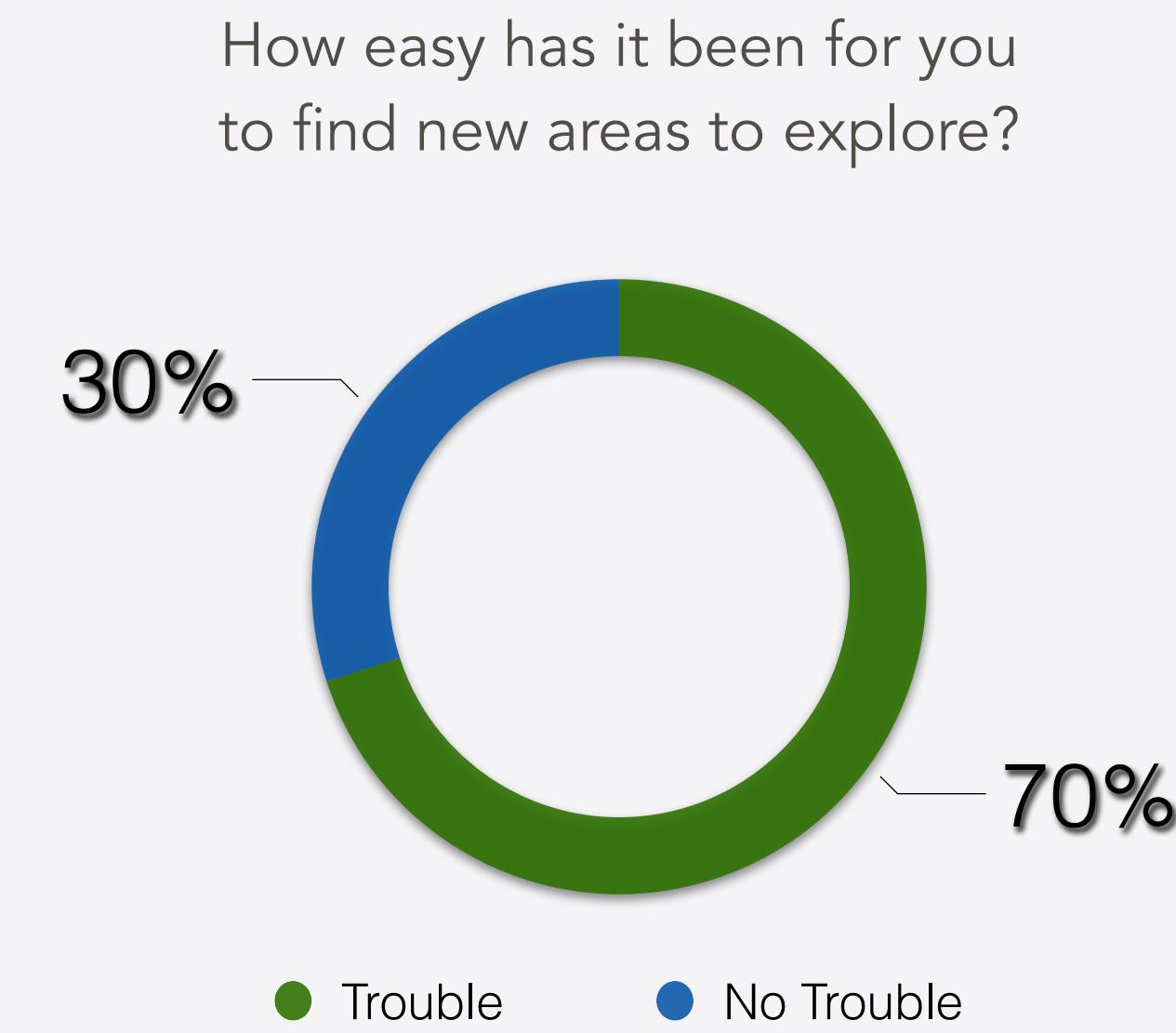
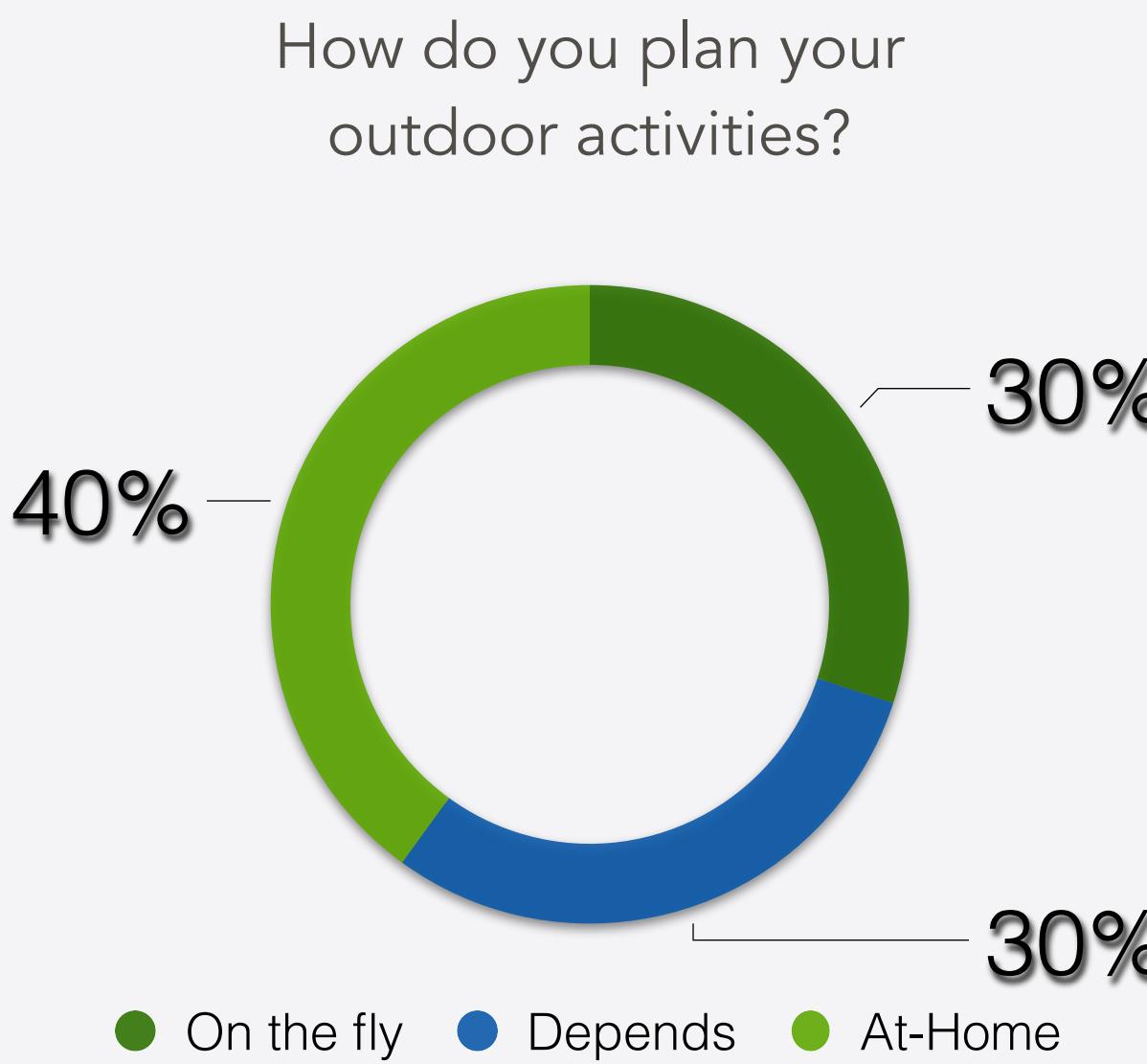
How do you plan your outdoor activities?



How easy has it been for you to find new areas to explore?

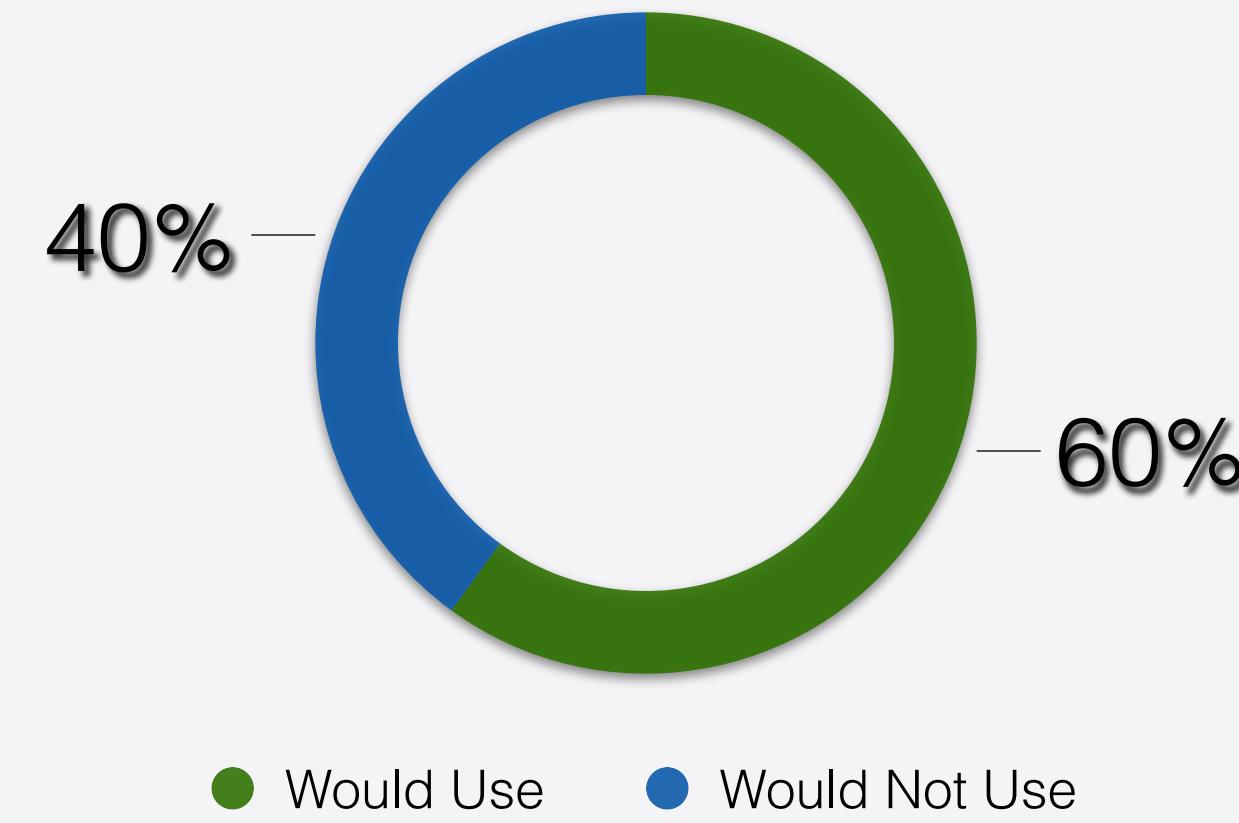


Customer Discovery Findings



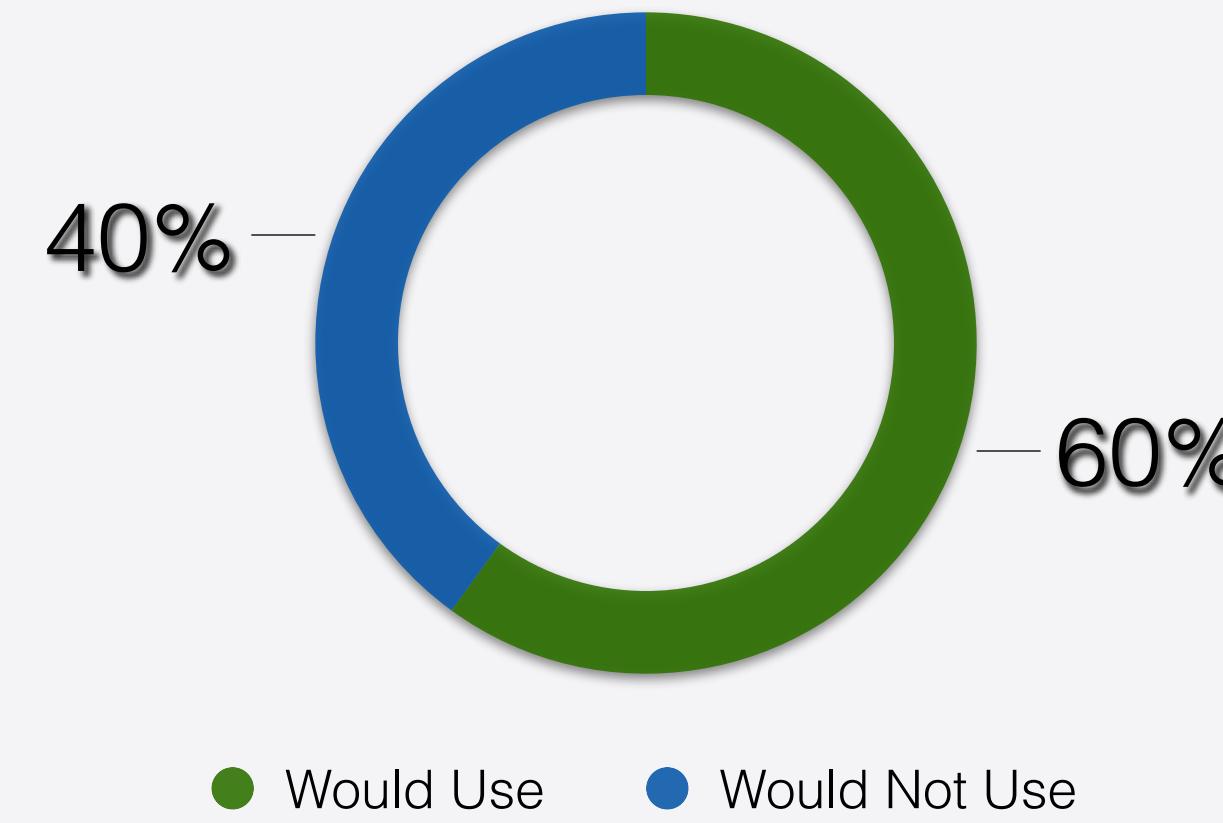
Customer Discovery Findings

Would you use features for
creating content and sharing
via social networking?

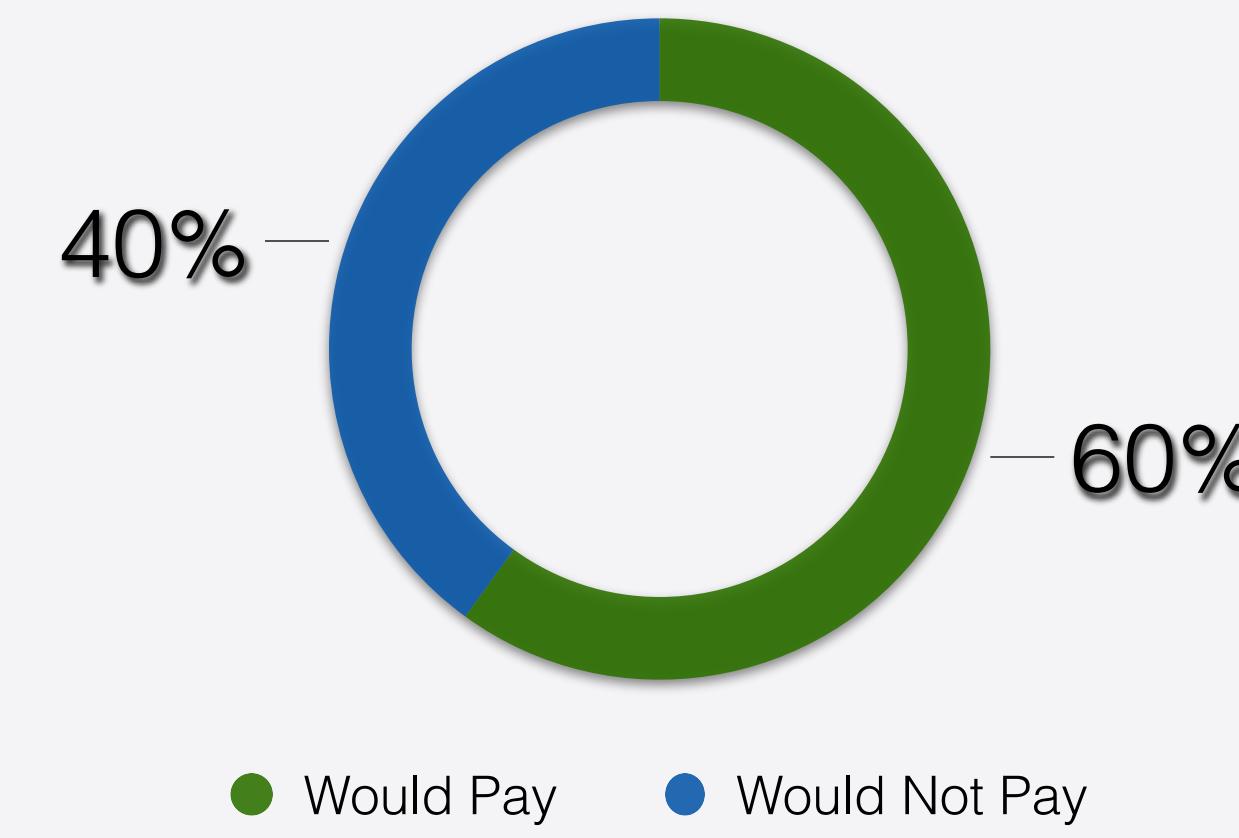


Customer Discovery Findings

Would you use features for
creating content and sharing
via social networking?

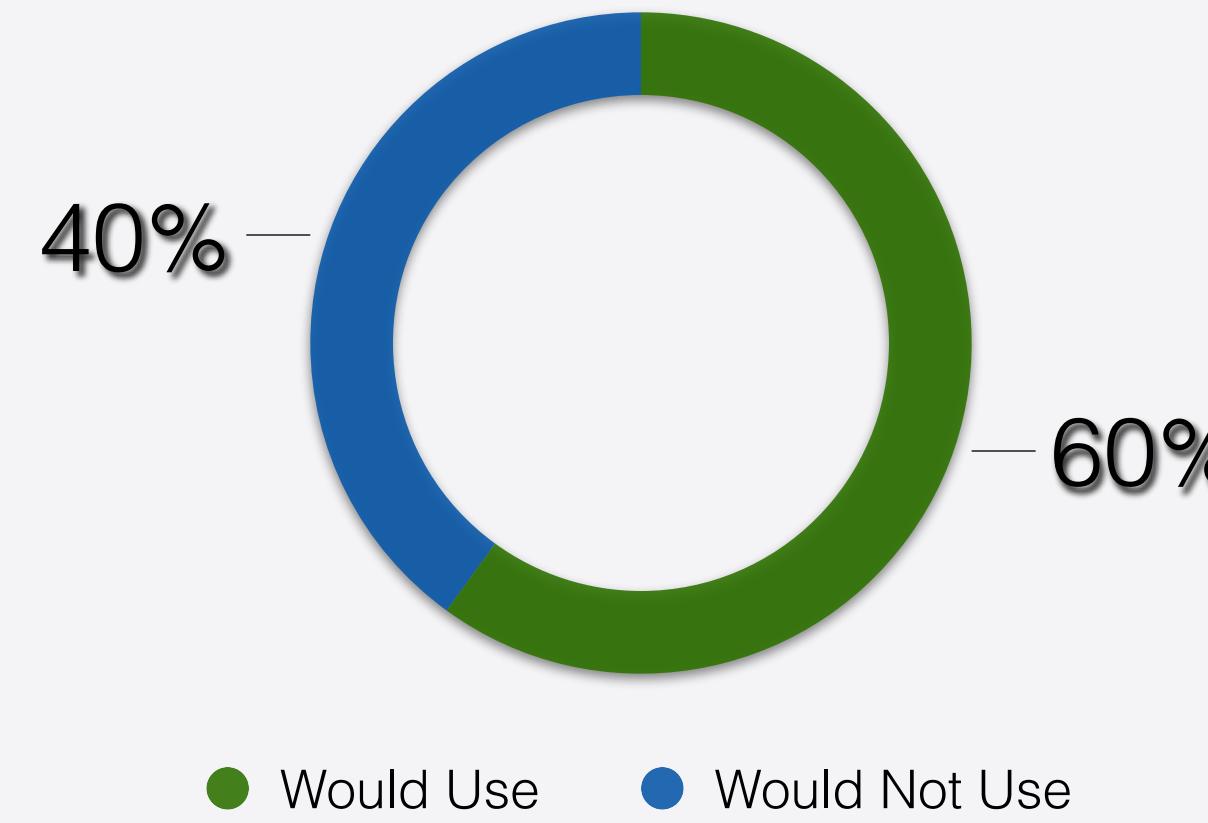


Would you be willing to pay
for a product like this?

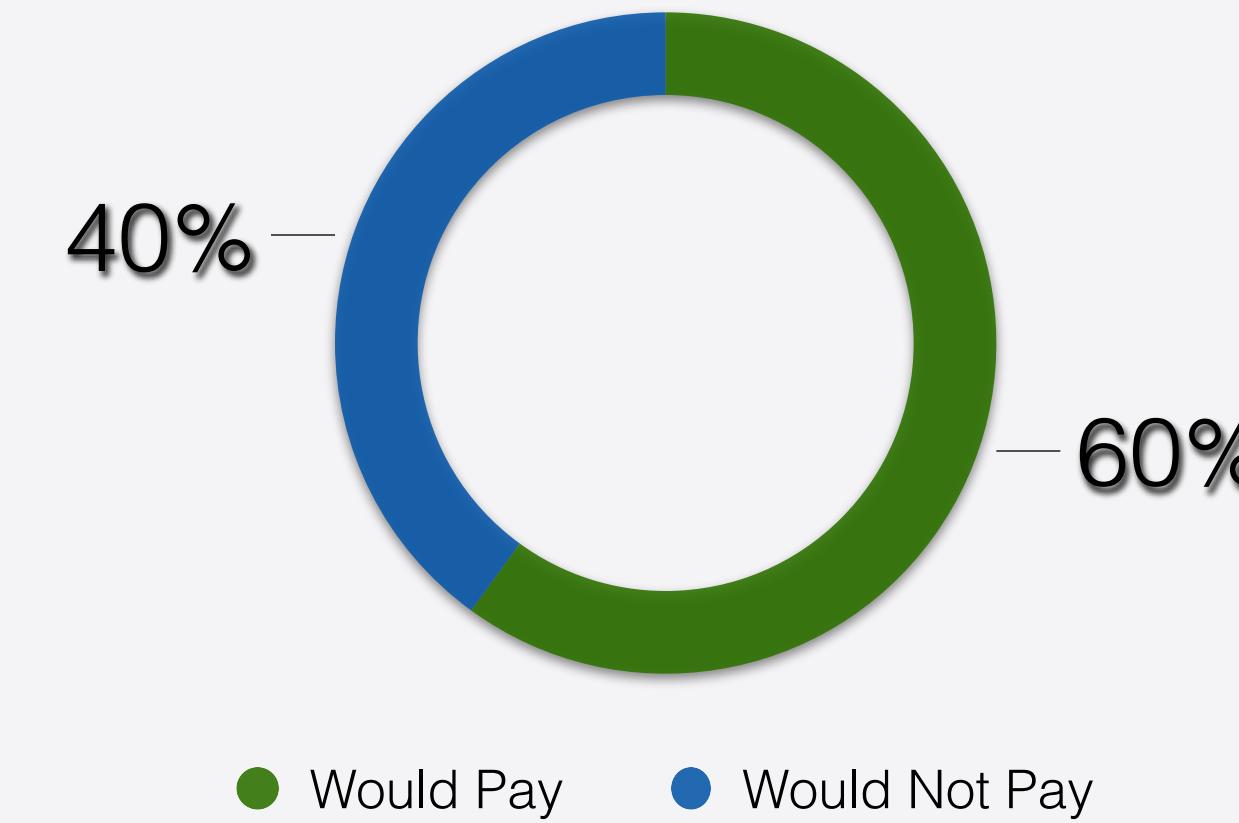


Customer Discovery Findings

Would you use features for creating content and sharing via social networking?



Would you be willing to pay for a product like this?



All interviewees **affirmed** that **the product was a solution** to a common problem

Validated Provisional Persona



LA-based Outdoor Enthusiasts

Description

- Mid 20s to early 40s
- **Prefer strenuous, outdoor activities**
- Finds it difficult to find new areas to explore

Behaviors

- Regularly exercises outdoors **2-3 times per week**
- Often looking for novel outdoor activities
- **Primarily uses word of mouth** when visiting new locations for exploration

Needs & Goals

- **Wants to find new locations** to explore
- Would like access to novel trails/trailheads
- Wants information to help plan outdoor activity