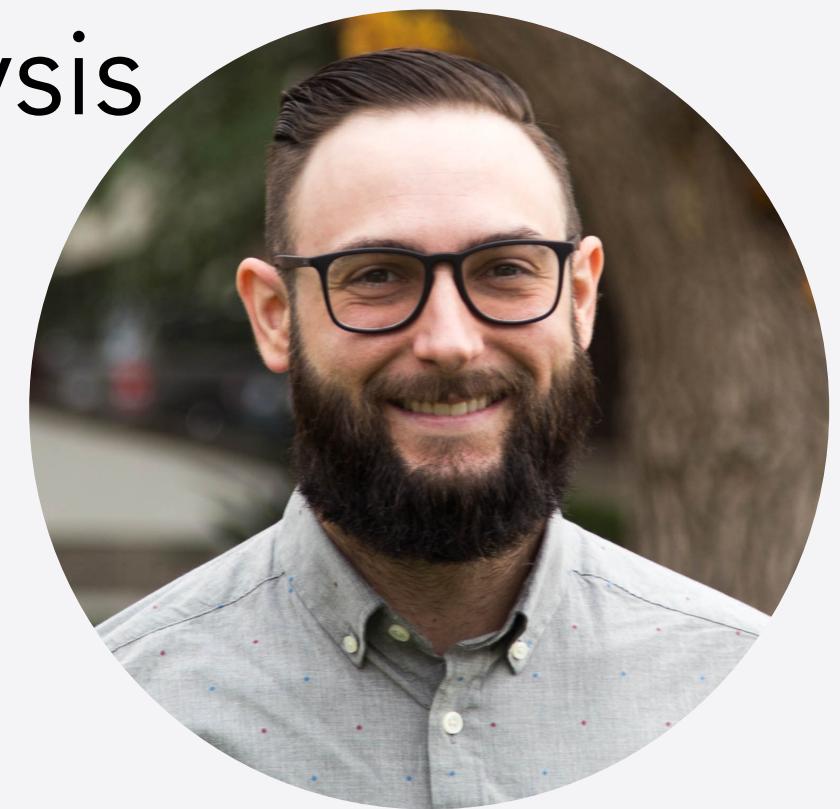
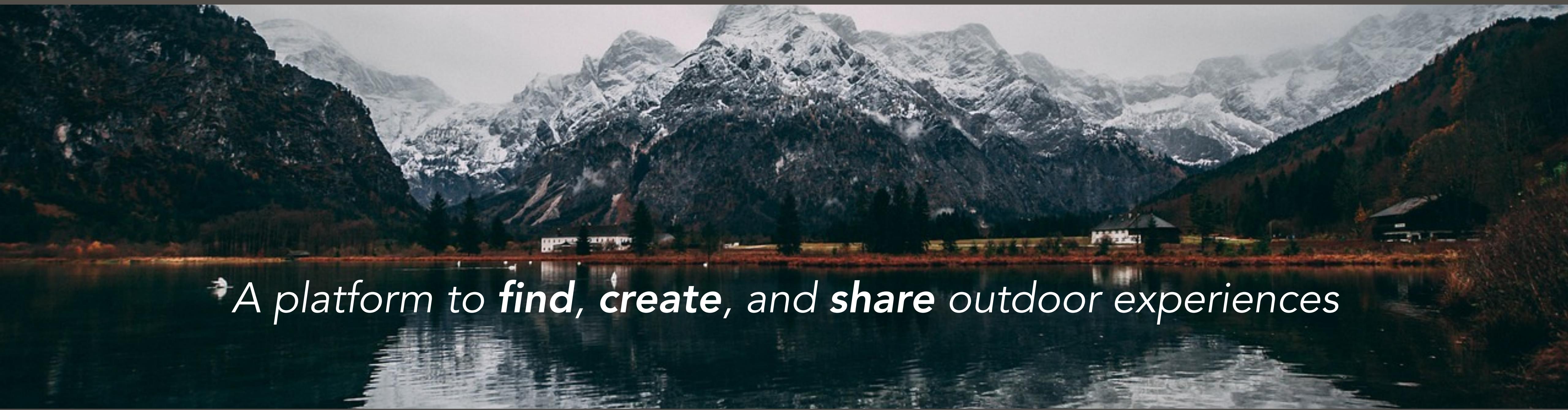


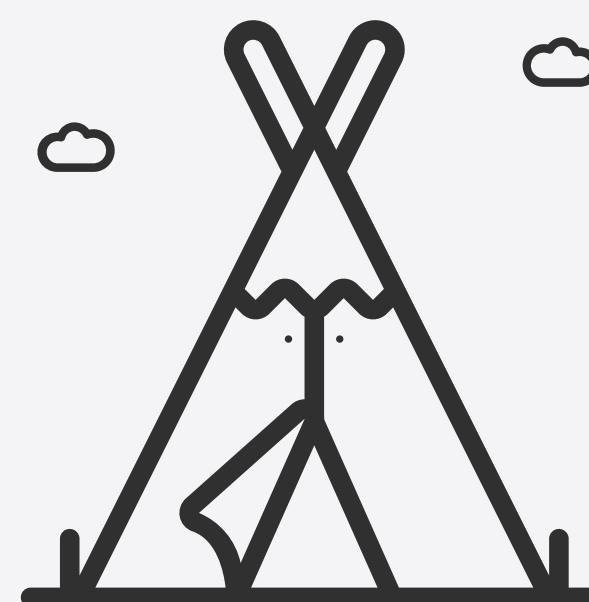
YourTrek

Christopher J. Schmank
UX Strategy Portfolio
Competitive Analysis
Spring 2020



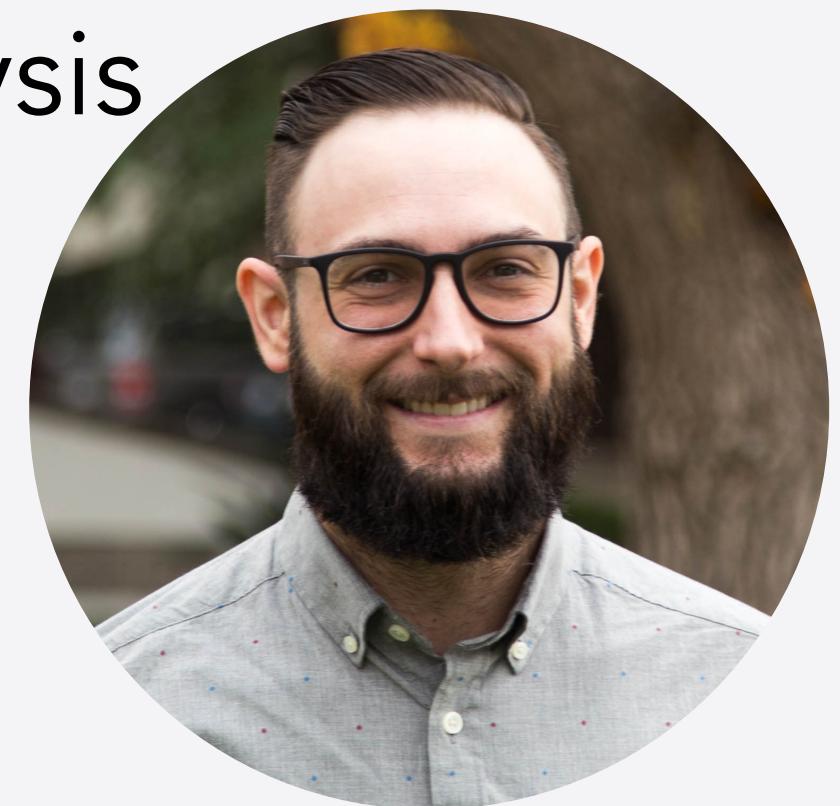


A platform to **find**, **create**, and **share** outdoor experiences



YourTrek

Christopher J. Schmank
UX Strategy Portfolio
Competitive Analysis
Spring 2020





Problem Statement

Outdoor enthusiasts in LA have difficulty finding new areas to explore



Initial Value Proposition

Trip Advisor for Outdoor Enthusiasts

Validated Provisional Persona



LA-based Outdoor Enthusiasts

Description

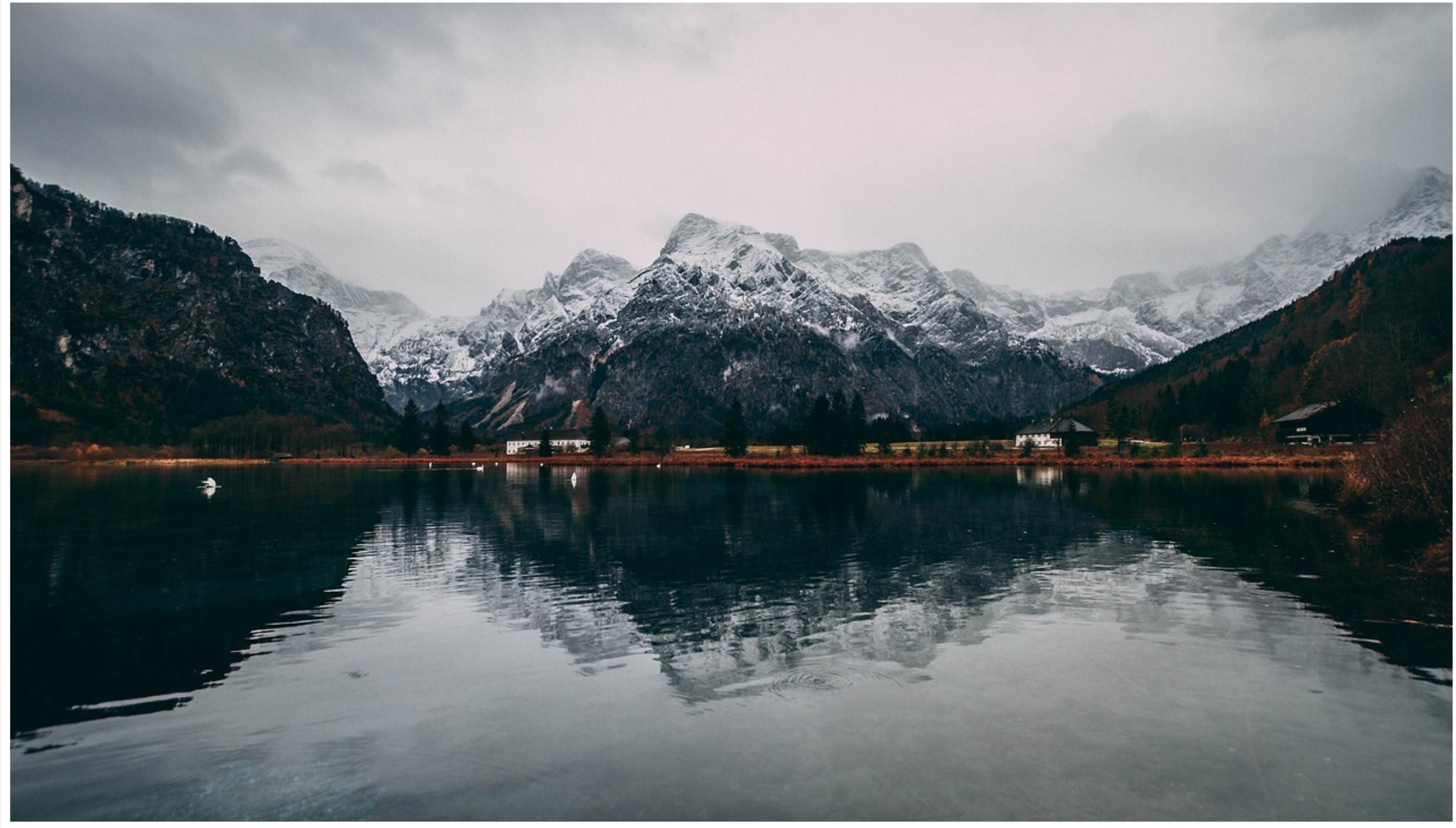
- Mid 20s to early 40s
- **Prefer strenuous, outdoor activities**
- Finds it difficult to find new areas to explore

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

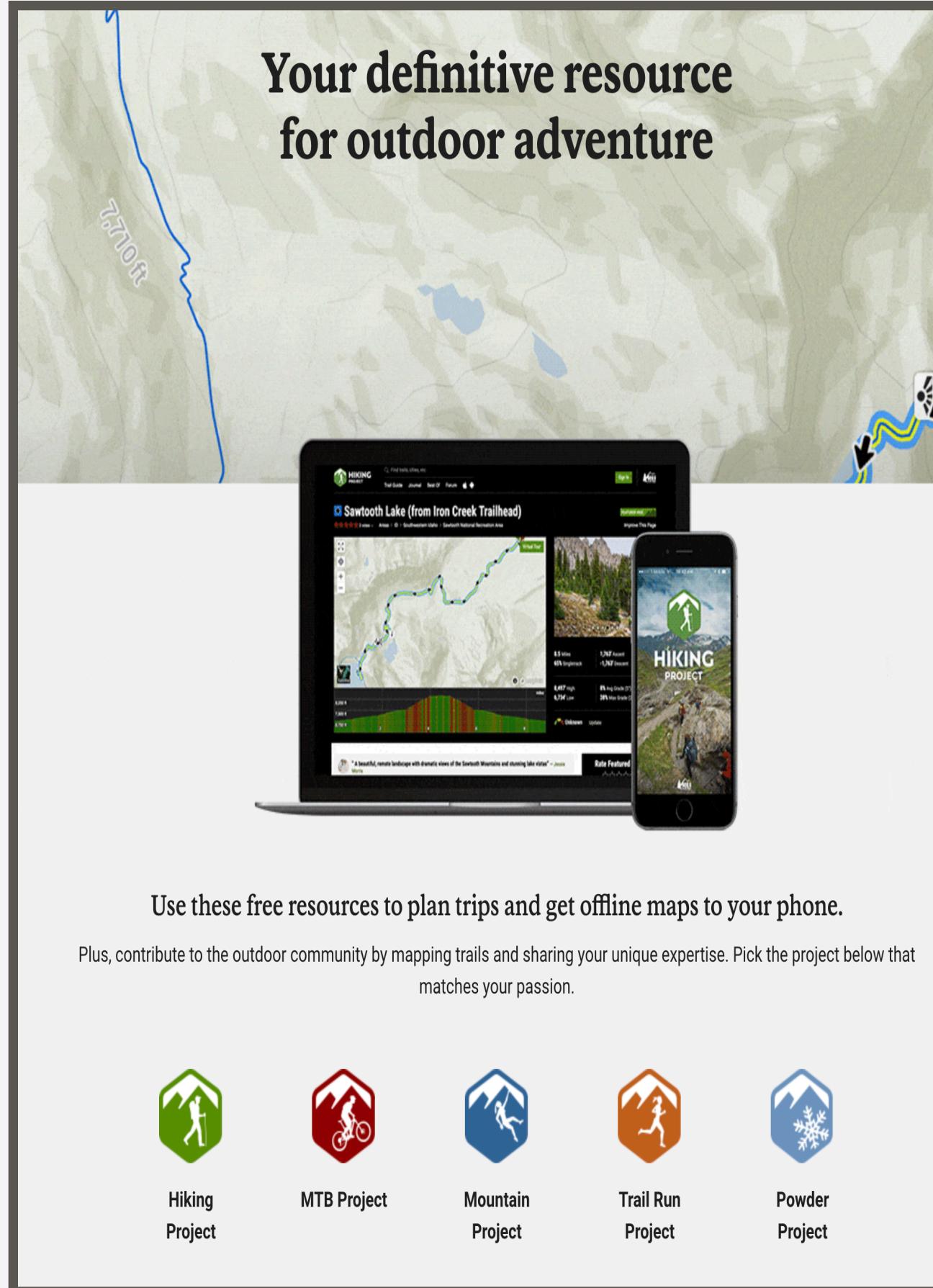


Competitive Analysis Brief



Most Threatening Competitors

REI Adventure Project



The landing page for REI Adventure Project features a large map of a mountainous region with a blue trail highlighted. Overlaid on the map is the text "Your definitive resource for outdoor adventure". Below the map are two devices displaying the app interface: a tablet showing a map with a trail and elevation profile, and a smartphone showing a similar interface. A call-to-action below the devices reads: "Use these free resources to plan trips and get offline maps to your phone." At the bottom, there's a note encouraging users to contribute to the community by mapping trails and sharing expertise, followed by five project icons: Hiking Project, MTB Project, Mountain Project, Trail Run Project, and Powder Project.

Your definitive resource for outdoor adventure

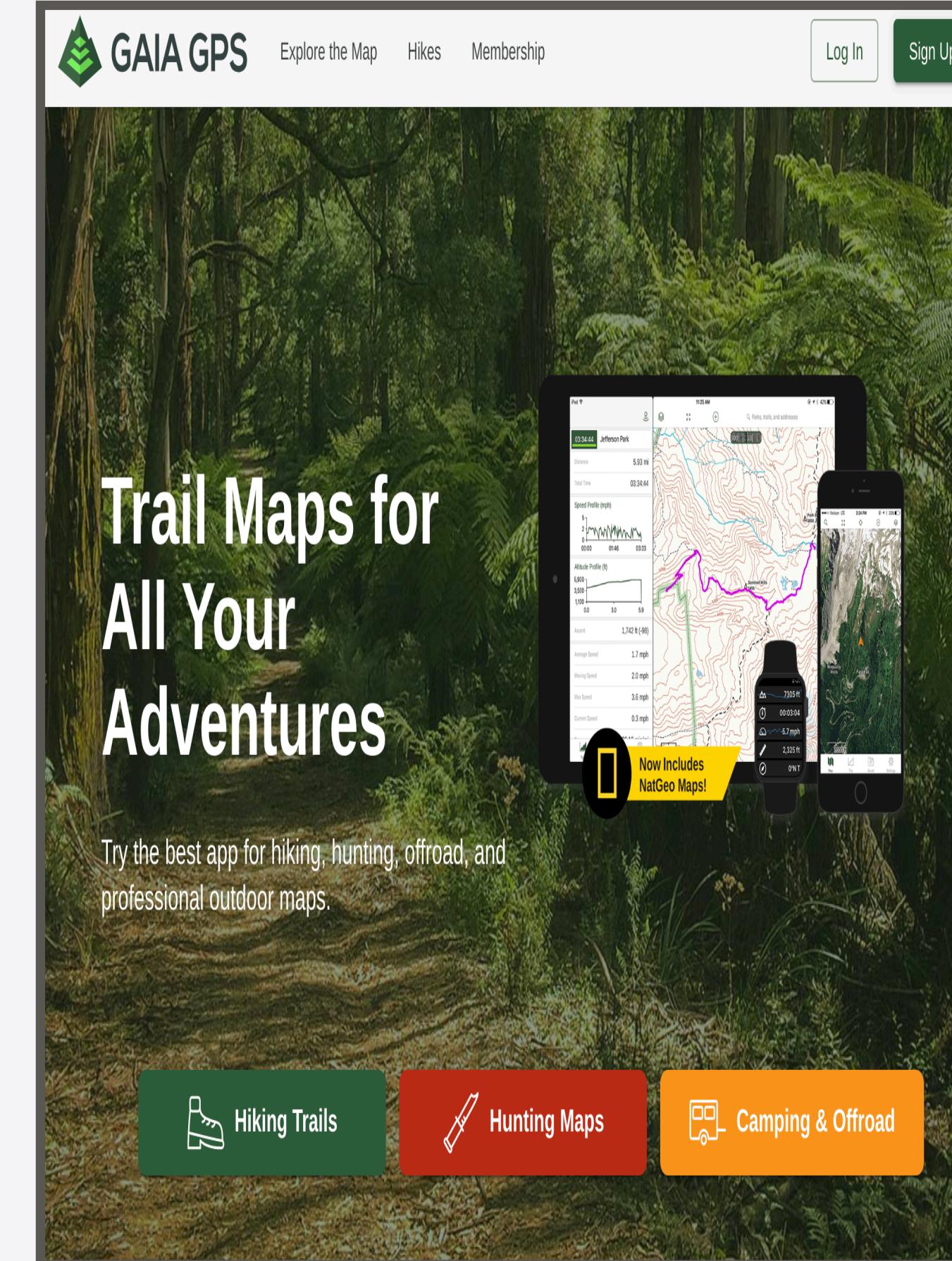
Use these free resources to plan trips and get offline maps to your phone.

Plus, contribute to the outdoor community by mapping trails and sharing your unique expertise. Pick the project below that matches your passion.

Hiking Project MTB Project Mountain Project Trail Run Project Powder Project

REI Adventure Projects is a direct competitor that provides six different interactive websites and smartphone applications focusing on Hiking, Mountain Biking, Climbing/Bouldering, Trail Running, Snow Sports, and National Parks. Due to the Adventure Projects affiliation with REI this enables them to be well established in the world of outdoor enthusiasts.

Gaia GPS



The landing page for Gaia GPS features a large background image of a dense forest. Overlaid on the image is the text "Trail Maps for All Your Adventures". To the right of the text is a smartphone displaying a detailed trail map with elevation profiles and speed metrics. A yellow callout box on the phone screen says "Now Includes NatGeo Maps!". At the bottom, there are three buttons: "Hiking Trails" (green), "Hunting Maps" (red), and "Camping & Offroad" (orange). The top navigation bar includes the Gaia GPS logo, "Explore the Map", "Hikes", "Membership", "Log In", and "Sign Up".

GAIA GPS

Explore the Map Hikes Membership

Log In Sign Up

Trail Maps for All Your Adventures

Try the best app for hiking, hunting, offroad, and professional outdoor maps.

Hiking Trails Hunting Maps Camping & Offroad

Gaia GPS is a direct competitor that provides interactive maps for users to customize and use to find new spaces for exploration. Gaia GPS also enables users to view information regarding various outdoor activities like backpacking, camping, off-roading, hunting, mountain biking, and back country skiing. This platform functions under the value proposition that it was made by outdoor enthusiasts for outdoor enthusiasts.

Direct Competitor: Adventure Project



Part of REI Co-op's mission to help you lead an outdoor life

HIKING PROJECT
Discover your next hike
New adventures are at your fingertips in this comprehensive guide. Find GPS route info, high-res photos, maps and more. Visit [HikingProject.com](#) or get the free app.
Download on the App Store | GET IT ON Google Play

MTB PROJECT
Plan your next MTB adventure
The most comprehensive trail database for MTBers. Use the app on the trail and the blue dot will show your location (even without cell service). Visit [MTBProject.com](#) or get the free app.
Download on the App Store | GET IT ON Google Play

MOUNTAIN PROJECT
The Definitive Climbing Resource
Mountain Project is a must-have resource for every climber, whether you top out on neighborhood boulders or far-flung peaks. Visit [MountainProject.com](#) or get the free app.
Download on the App Store | GET IT ON Google Play

TRAIL RUN PROJECT
Hit your stride on new trails
Preview trail-run routes with detailed descriptions, photos and reviews. On your run, see location and elevation on a map. Visit [TrailRunProject.com](#) or get the free app.
Download on the App Store | GET IT ON Google Play

REI CO-OP
The Ultimate Guide to National Parks
Comprehensive trail info, offline maps and "best of" lists for national parks across the US, including Yosemite, Yellowstone, Zion and Rocky Mountain. Get the free app now.
Download on the App Store | GET IT ON Google Play

Perfect for the trail, the crag and the slope
(Or you could pack 4,746 guidebooks)

Description

The REI Adventure Project consists of six interactive websites and smartphone applications that offer outdoor enthusiasts the ability to search for and/or generate route maps for future explorations.

Pros

REI has well-established brand recognition

Interactive maps, search feature, and top rated hikes

Trail favoriting and map personalization features

Same/Similar format across all of the interactive websites

Smartphone application was designed to function offline

Cons

Users must download multiple applications or use multiple websites based on their sporting needs

Reduced monthly growth and download numbers imply users are losing interest

Discover your next hike
Get out on the trail with detailed maps shared by hikers like you.
Find trails, cities, etc | Search

Top Rated Hikes

Difficulty	Name	Distance	Ascent	Rating
INTERMEDIATE	Pyramid Mountain L...	3.5 mi • Loop	488 ft Ascent	★★★★★ (25) Boonton, NJ
INTERMEDIATE	China Camp State Pa...	8.5 mi • Loop	761 ft Ascent	★★★★★ (8) Santa V., CA
DIFFICULT	Buffalo Creek Park	4.1 mi • Loop	593 ft Ascent	★★★★★ (5) Lake Lure, NC
INTERMEDIATE	Corbett's Glen	2.5 mi • Loop	177 ft Ascent	★★★★★ (7) Brighton, NY

Explore 227,007 miles of Hiking Trails

Where do you want to go? | Difficulty | Distance | Trail type | Rating | Elevation | More filters

Clear Filters

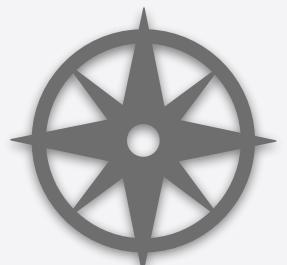
DIFFICULT
Cucamonga Peak via Icehou...
11.4 mi • Out and Back • 4,051 ft As...
★★★★★ (25) San Antonio Heights,

DIFFICULT
Timber Mountain
8.8 mi • Out and Back • 3,296 ft Asc...
★★★★★ (8) San Antonio Heights,

DIFFICULT
Bridge to Nowhere - East For...
9.8 mi • Out and Back • 814 ft Ascent
★★★★★ (5) La Verne, CA

DIFFICULT
Three T's - Mt. Baldy
16.6 mi • Point to Point • 6,779 ft As...
★★★★★ (25) San Antonio Heights,

Map showing hiking trails in Southern California, including Glendora, San Dimas, Claremont, Upland, Montclair, Pomona, Diamond Bar, and Ontario.



90K
areas



xx

-24.92%
growth



423K
followers

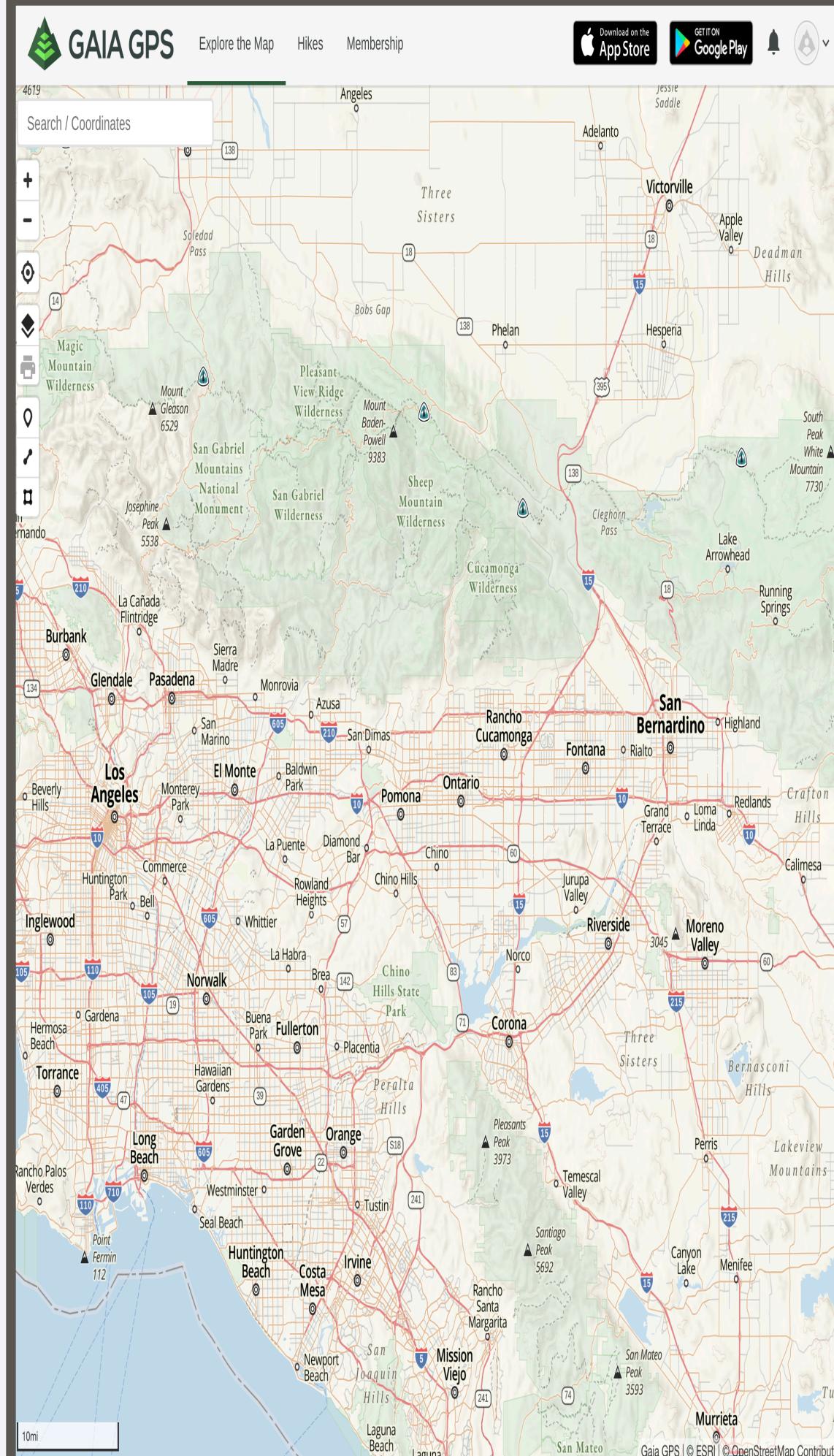


2.1M
followers



166K
followers

Direct Competitor: Gaia GPS



Description

Gaia GPS allows outdoor enthusiasts the ability to plan trips and record/track GPS locations for free. They have been rated by a number of websites as the best smartphone application for hiking, hunting, off-roading, and using and generating professional outdoor maps.

Pros

Interactive maps, search feature, and top rated hikes/hiking areas

Trail favoriting and map personalization features

Made for outdoor enthusiasts by outdoor enthusiasts

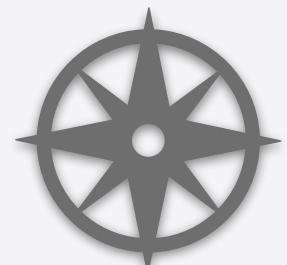
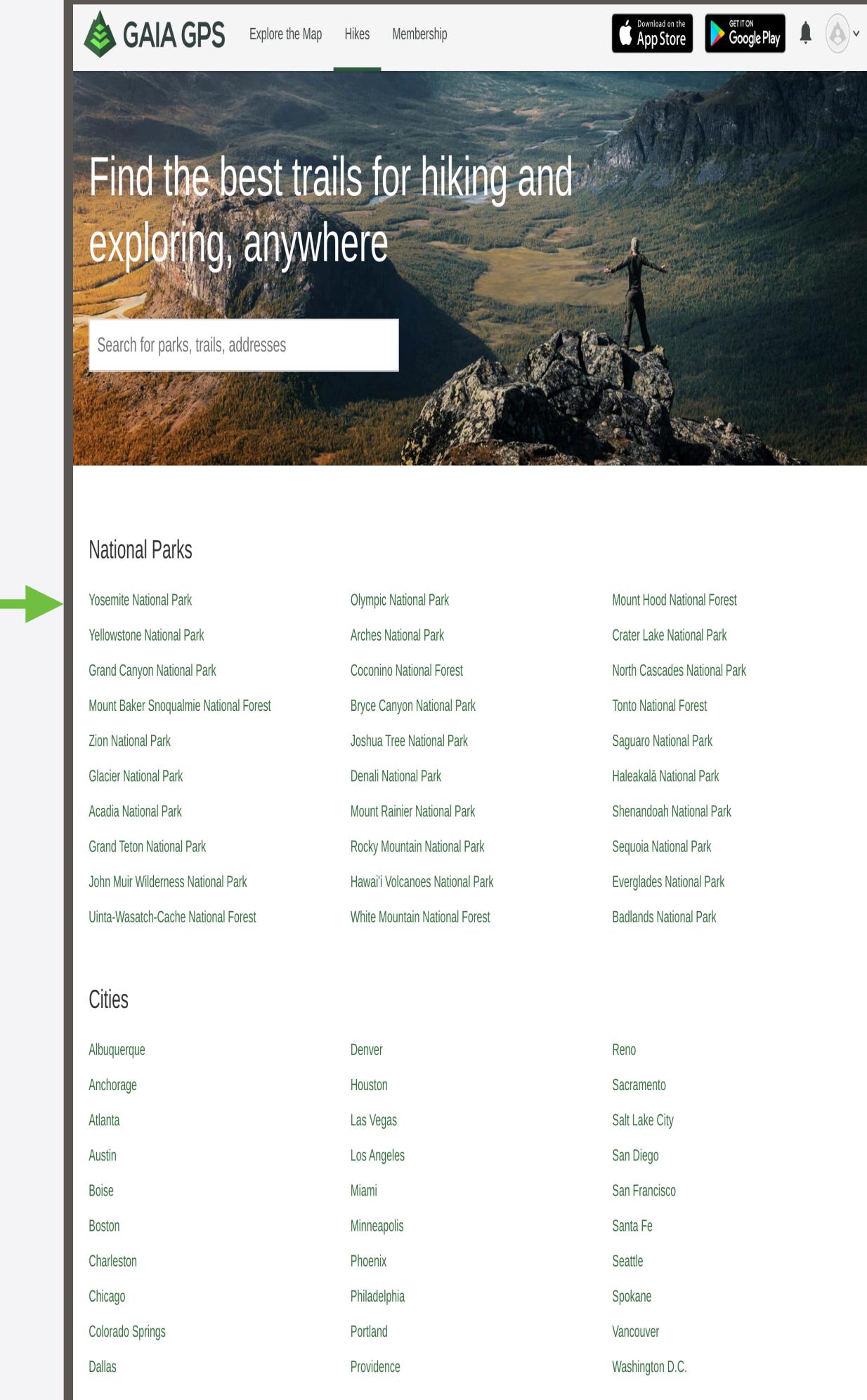
Can be used for navigation and recording

Cons

Users cannot access all features without paying for membership or premium membership

Users have to be well acclimated to using topographical maps

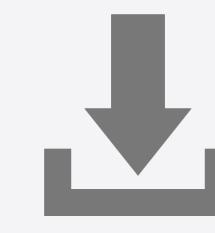
Negative customer reviews often mention differences between iOS and Android smartphone application



34K
areas



\$25K
1 round



2.73%
growth



2.4K
followers



12K
followers



515
followers

Direct Competitor: Komoot



The screenshot shows the Komoot Route Planner interface. It features a map with a blue route line, a sidebar with filters for sport (Fitness, Route Type, Waypoint A), and a bottom section with details like average speed and elevation profile.

Description

Komoot is an interactive website and smartphone application that allows users to experience authentic outdoor adventures ranging from road cycling, hiking, backpacking, and/or mountain biking. Regardless of the activity Komoot's ability to help with planning and navigation allows outdoor enthusiasts to discover more of the great outdoors

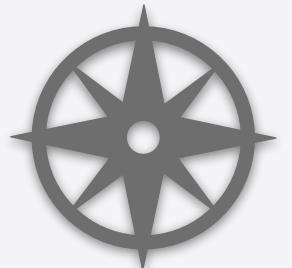
Pros

- Generates sport-specific, topographic routes
- Turn-by-turn navigation and offline map usage
- Allows users to log and share every outdoor adventure
- Routes offer inch-by-inch surface and way type readings

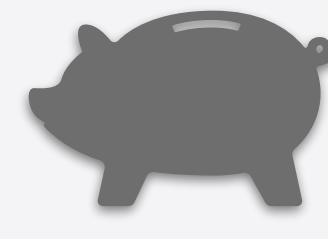
Cons

- Poor user experience with hard to read/understand icons and font
- Biking paths are often not safe or in treacherous areas
- Difficult to use on-the-go even with offline functionality
- Not much variety for user fitness in filter system

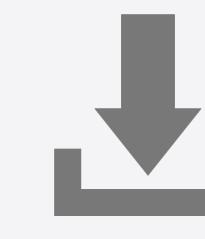
The screenshot shows the Komoot mobile app interface. It has a similar layout to the desktop version, with a search bar, sport selection, and route planner tabs. A green arrow points from the first bullet point in the Pros section to the mobile interface.



37
Regions



\$XX
2 rounds



14.18%
growth



4.8K
followers



29K
followers



3.8K
followers

Direct Competitor: All Trails



Sort

Best Match Most Popular Closest

Activity

Backpacking Bike Touring Bird Watching
Camping Fishing Hiking
Horseback Riding Mountain Biking

Show More

Attractions

Beach Cave City Walk Event Forest
Historic Site Hot Springs Lake Pub Walk
Rails Trails River Views Waterfall

Show More

Suitability

Dog Friendly Paved Kid Friendly
Partially Paved Wheelchair Friendly
Stroller Friendly

Trail Traffic

Light Moderate Heavy

Description

All Trails is a well known interactive website and smartphone application with a simple goal of building the largest collection of hand-curated trail guides to allow outdoor enthusiasts the ability to explore the great outdoors with confidence.

Pros

Highly customizable filters and search features like trail length, difficulty, rating, activity

Interactive maps, search feature, and top rated hikes

Easy to find dog-friendly and children-friendly trails

Get driving directions and allows users to save favorite trails

Allows users to use GPS tracking which can record and track all of their outdoor activities

Cons

Best features are only available with Pro Membership

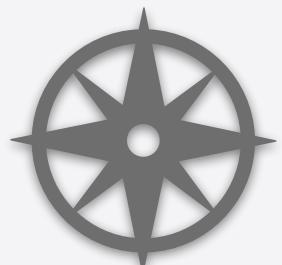
Free membership does not allow you to print or create PDF versions of routes

Explore Plan History Search Difficulty Length Elevation Gain Route Type Rating More Filters

Curated Trails (1000+) Community Content

Save Map Print Map PDF Map

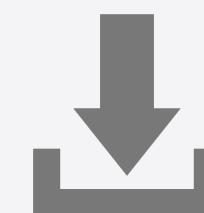
The screenshot shows a map of North America with various trail icons (green dots) indicating the location of curated trails. A red arrow points from the 'PDF Map' button on the right side of the interface towards the bottom right corner of the map area. To the left of the map, there is a vertical column of five trail cards, each featuring a thumbnail image, the trail name, its difficulty level, rating, and length. The trails listed are Emerald Lake Trail, Angels Landing Trail, Royal Arch Trail, Devil's Bridge Trail, and Sky Pond via Glacier Gorge.



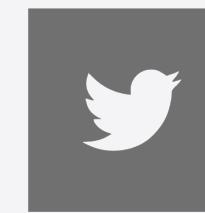
100K
trails



\$78M
9 rounds



37.11%
growth



19.5K
followers



80K
followers



1.9K
followers

Indirect Competitor: MTN Hub



Description

The Mountain (MTN) Hub is a community-fueled interactive website and smartphone application allowing outdoor enthusiasts to share their favorite adventures and exploration spots using interactive/customizable maps and route tracking technology.

Pros

- Fully user generated content that capitalizes on word-of-mouth and generation of close knit community
- Interactive map with recent community posts indicated by location
- Enables users to share real-time information to increase safety while exploring outdoor areas

Cons

- No recent posts when browsing the immediate LA county/San Bernardino areas
- Many competitors offer similar interactive website and smartphone application format
- Substantial reduction in monthly growth
- Small user base means small range of posts and areas of interest

Make an Observation
Select an observation type

Weather Camera Dangerous Wildlife Other Hazard Point of Interest Snowpack Test

Snow Conditions River Conditions Trail Conditions Trip Report Incident Avalanche

← Weather

Drag or click to upload photos

Snow Rain Wind Lightning Fog Sky

Location Name

March 6, 2020 10:41 PM

Add Comments

← Other Hazard

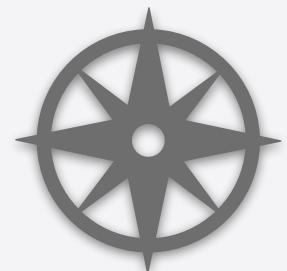
Drag or click to upload photos

Wildfire Rockfall Crevasse

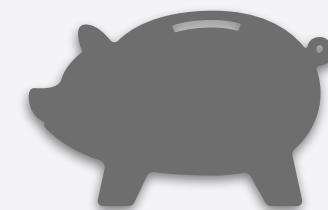
Location Name

March 6, 2020 10:40 PM

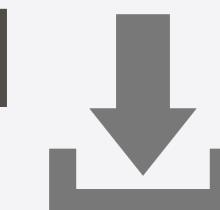
Add Comments



1,000s
of users



\$2.7M
2 rounds



-78.49%
growth



210
followers

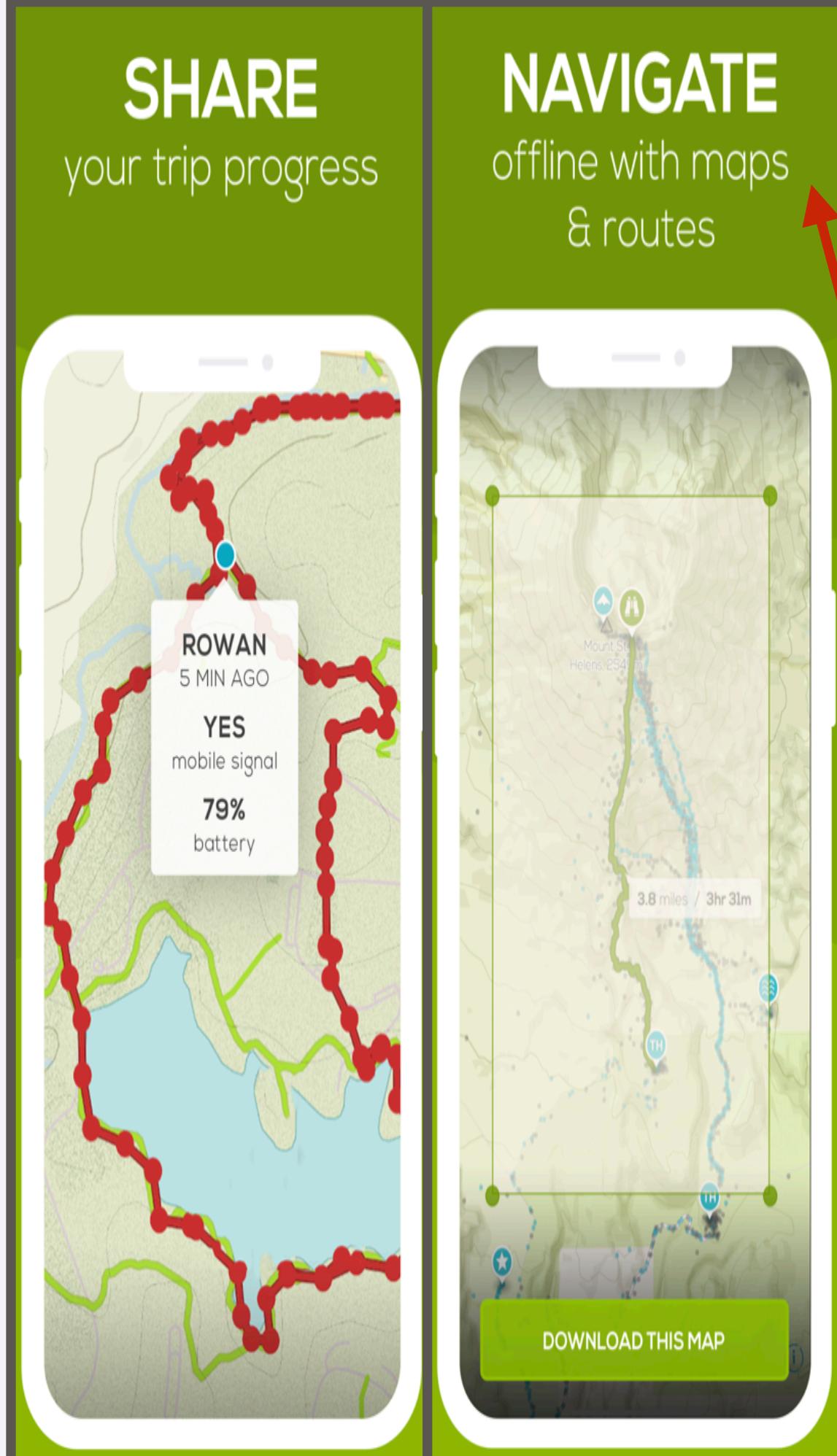


21K
followers



212
followers

Indirect Competitor: Cairn



Description

The Cairnme smartphone application makes it easy for outdoor enthusiasts to find cell coverage while exploring the outdoors and also allows users to update friends/loved ones with up to date plans and progress.

Pros

Algorithm calculates the estimated time of arrival for users by using their speed, trail distance, and elevation change

Enables users to find cell coverage while exploring

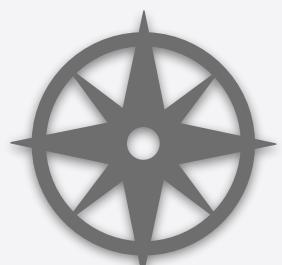
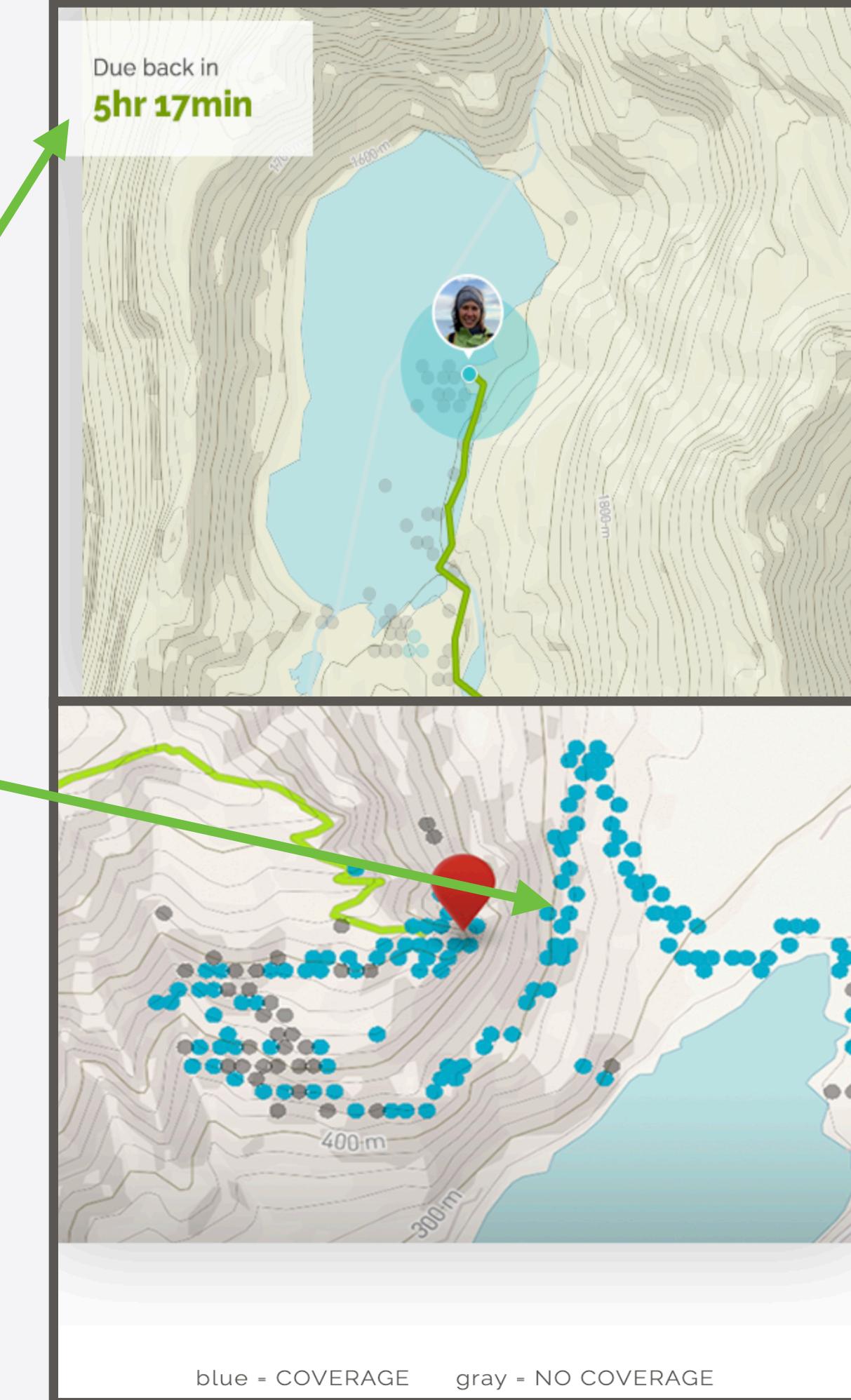
Emergency calls and notifications can be used even when offline

Cons

Not all features are available for free download/use and can only be accessed with Premium membership

Reduced monthly growth and download numbers imply users are losing interest

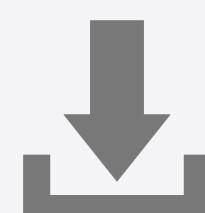
Downloaded maps are only available for offline use if user is a Premium member



XX



\$1.7M
1 round



-43.25%
growth



3.6K
followers



138K
followers



729
followers

Indirect Competitor: PeakFinder



PeakFinder

Support • About • PeakFinder App

Mount Baldy

Little Round Top, Echo Peak, Ralston Peak, Pyramid Peak, Mount Price, Crag Peak, Silver Peak, Lost Corner Mountain, Scott Peak, Cinder Cone, Mount Watson, Squaw Peak, Mount Pluto, Gold Star Peak, Devil's Peak, Stanford Rock, Twin Peaks, Billy S. Peak, Tinker Knob, Anderson Peak, Mount Lincoln, Mount Baldy, 23°, 8,600 ft, 2,620 m

Viewpoint: Mount Baldy

Facebook | Twitter English | Deutsch | Français | Italiano | 日本語

Description

The PeakFinder interactive website and smartphone application function to allow mountain wanderers and outdoor enthusiasts to view and learn the name of all surrounding mountains from out in the field or in the comfort of their own home.

Pros

Uses augmented reality to allow users to learn the names of surrounding mountains

Interactive map can be used at home

Augmented reality map can be used offline while hiking or pursuing other outdoor activities

Can take photos using augmented reality mountain overlay which can be edited and shared

Cons

Not a trail repository or database

Cannot be used to generate routes or interactive maps

Interactive website is disorienting and can be difficult to use

Augmented reality functionality may depend on current area

Uses the camera for AR.

Snapshot

Use the shutter button to take a high-resolution photo of your panoramic view. You can edit the photo later and share it with your friends.

Photo editor

After pressing the shutter button, a mini view of the photo will appear next to the compass. If you press on it, you can edit and export the photo with the mountain names.

Pointe du Géant 3,623 m
Pointe du Glacier 3,623 m
Aiguille de Biseille 3,623 m
Aiguille du Plan 3,623 m
Aiguille des Pâquerines 3,623 m
Aiguille du Plan 3,623 m
Mont Bélic 3,623 m
Pointe Bessan 3,623 m
Pointe du Géant 3,623 m
Aiguille du Borneau 3,623 m

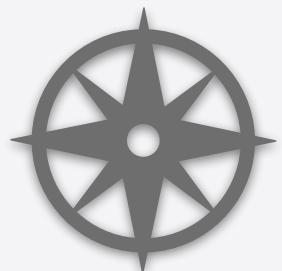
Yewbarrow 3,628 m
Great Gable 3,628 m
Lingmell 3,617 m
Scafell Pike 3,607 m
Symonds Knob 3,607 m

Pointe du Géant 3,623 m
Pointe du Glacier 3,623 m
Aiguille de Biseille 3,623 m
Aiguille du Plan 3,623 m
Aiguille des Pâquerines 3,623 m
Aiguille du Plan 3,623 m
Mont Bélic 3,623 m
Pointe Bessan 3,623 m
Pointe du Géant 3,623 m
Aiguille du Borneau 3,623 m

Photo editor

21:53
Mo 6 2020

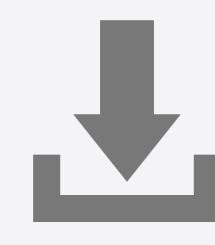
43.7024°N, 110.6487°W 2045 m



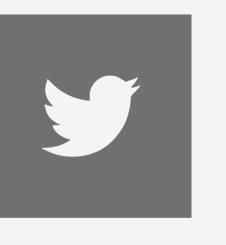
650K
peaks



\$78M
9 rounds



37.11%
growth



97
followers



14K
followers



XX

Current Marketplace & Opportunities



Current Marketplace & Opportunities

Current Marketplace

Many outdoor enthusiasts remain frustrated with inability to find new areas for exploration, despite numerous interactive websites and smartphone applications already available.

Current Marketplace & Opportunities

Current Marketplace

Many outdoor enthusiasts remain frustrated with inability to find new areas for exploration, despite numerous interactive websites and smartphone applications already available.

Opportunities

Product offers outdoor enthusiasts ability to explore new areas that are easy to find and fitting to personal requirements/regimens. Some outdoor enthusiasts additionally showed interest in creating and sharing their hiking experiences.