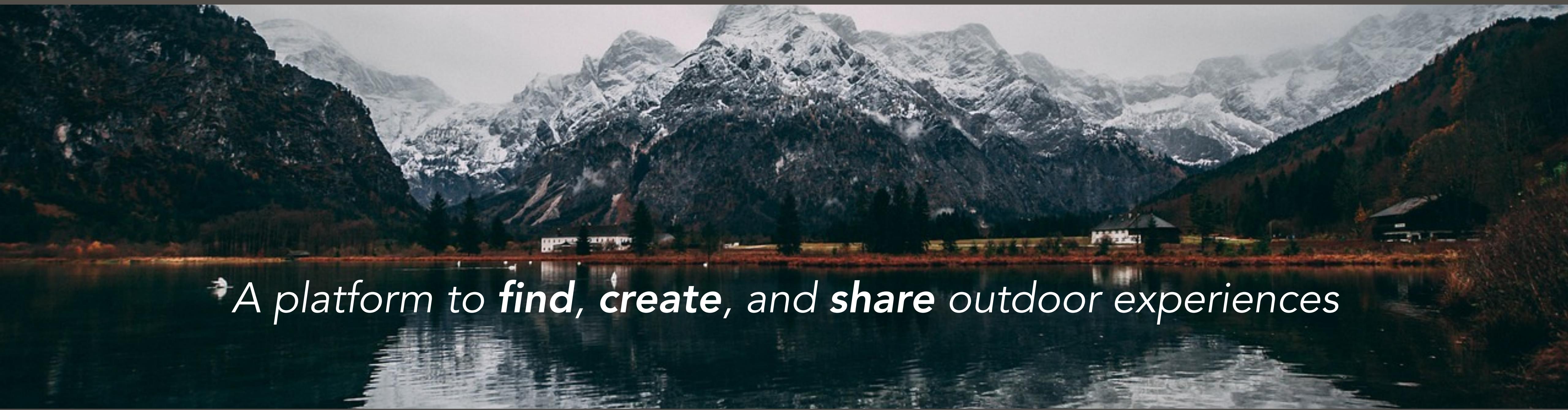


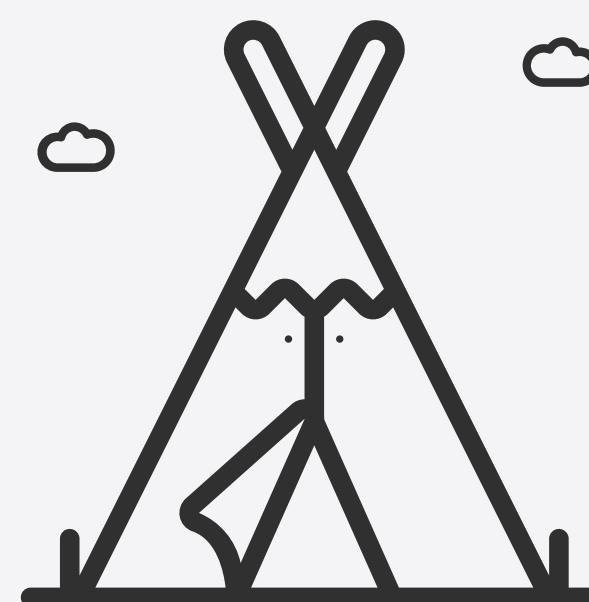
YourTrek

Christopher J. Schmank
UX Strategy Portfolio
Solution Prototype
Spring 2020





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



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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

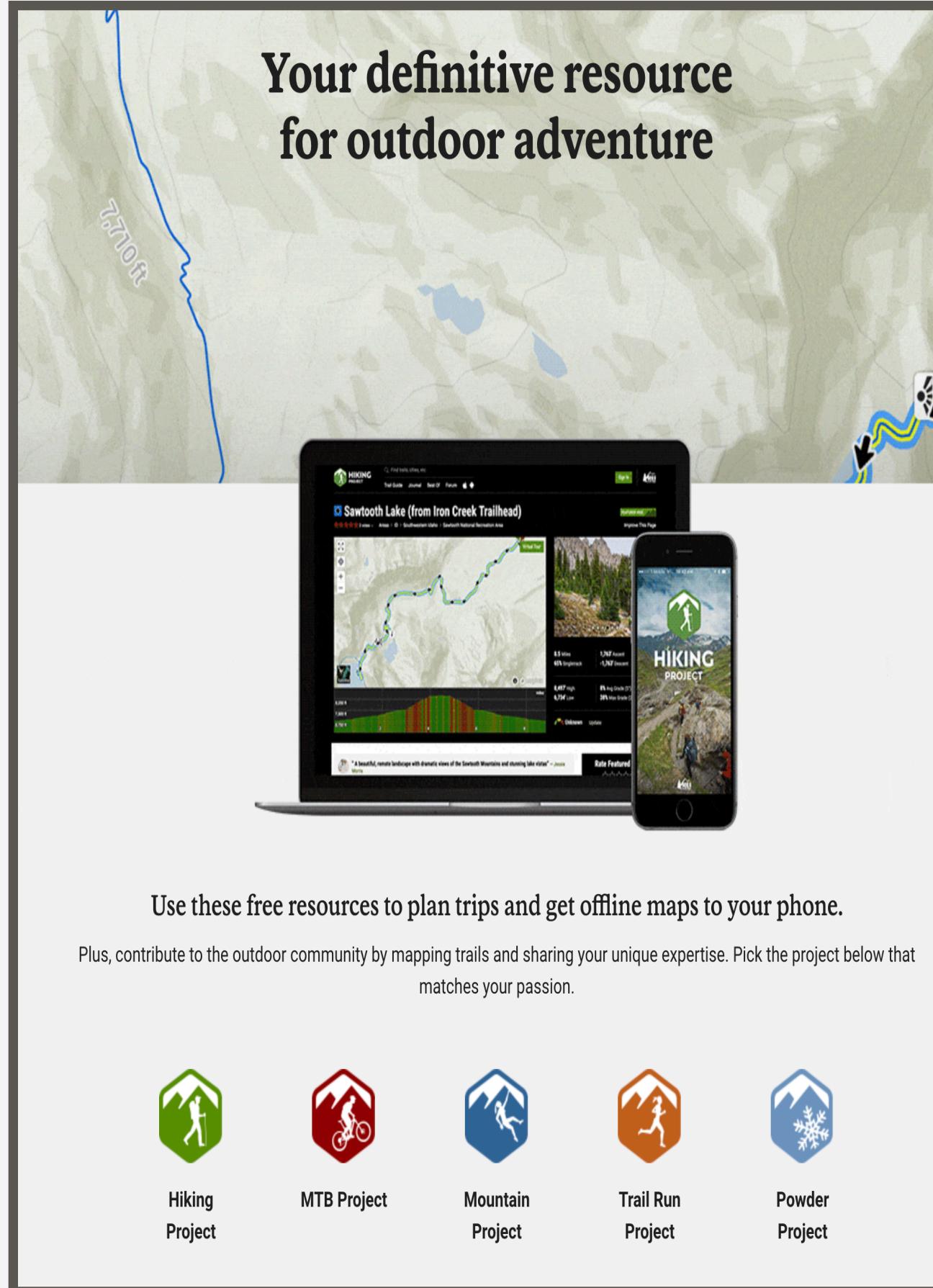
- Regularly exercises outdoors **2-3 times per week**
- Often looking for novel outdoor activities
- **Primarily uses word of mouth** when visiting new locations for exploration

Needs & Goals

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

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 laptop showing a detailed trail map and a smartphone showing a similar map with a different view. 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

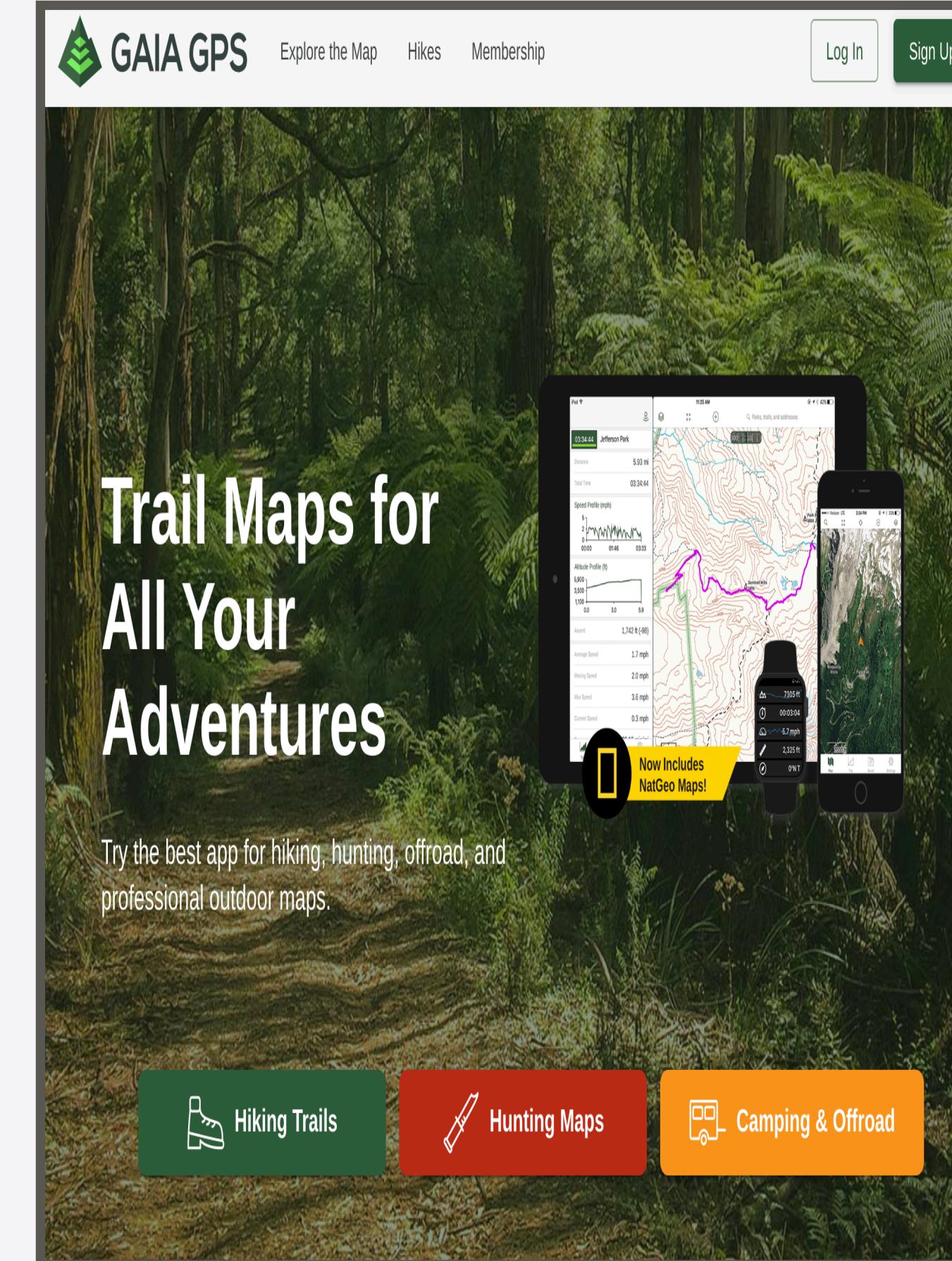
Use these free resources to plan trips and get offline maps to your phone.

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 image of a forest trail. Overlaid on the image is the text "Trail Maps for All Your Adventures". To the right of the image 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!". Below the phone are three buttons: "Hiking Trails" (green), "Hunting Maps" (red), and "Camping & Offroad" (orange). The top navigation bar includes links for "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.

Current Marketplace & Opportunities



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

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Opportunities

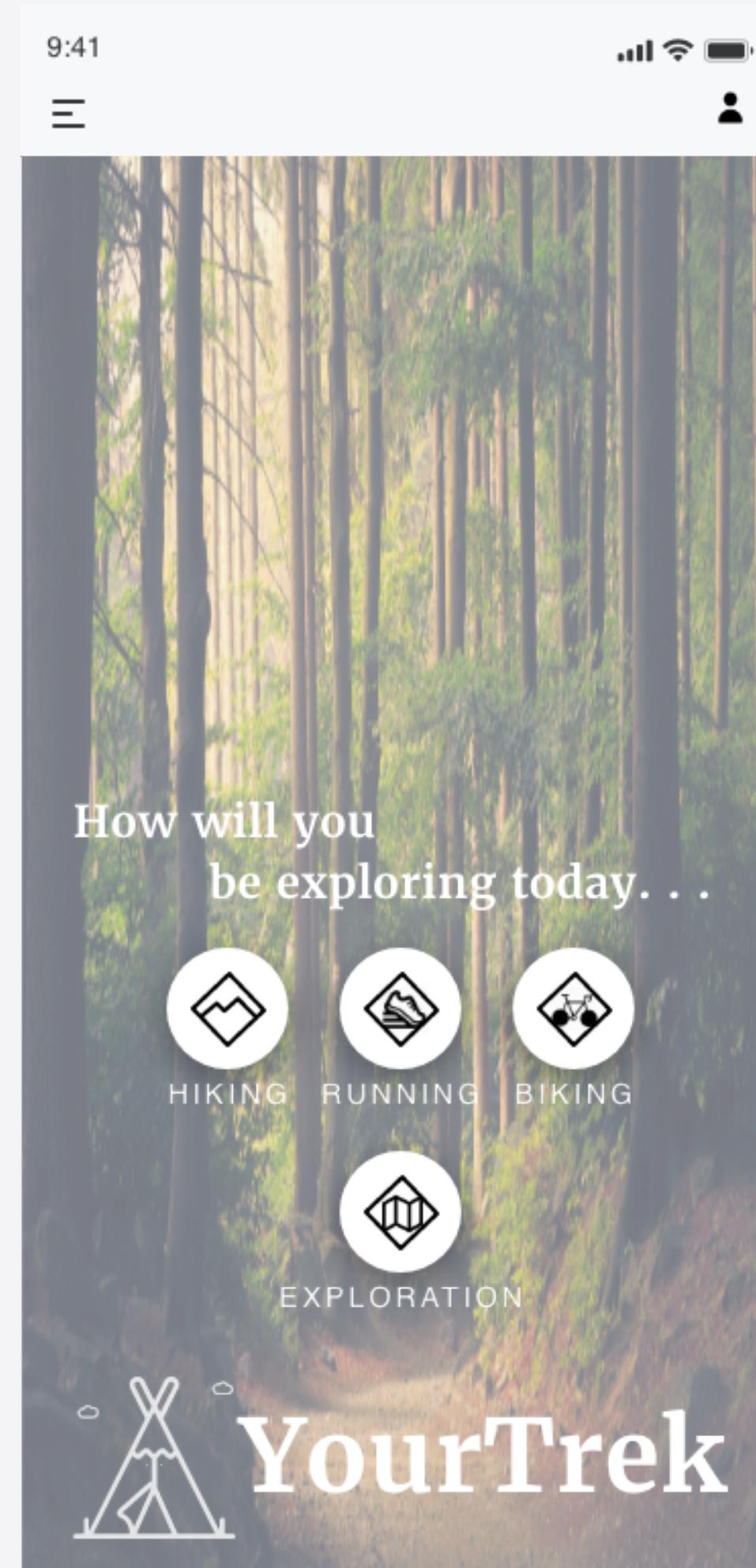
Product offers outdoor enthusiasts ability to explore new areas that are easy to find and fitting to personal requirements/regimens. Some outdoor enthusiasts additionally showed interest in creating and sharing their hiking experiences.

Solution Prototype

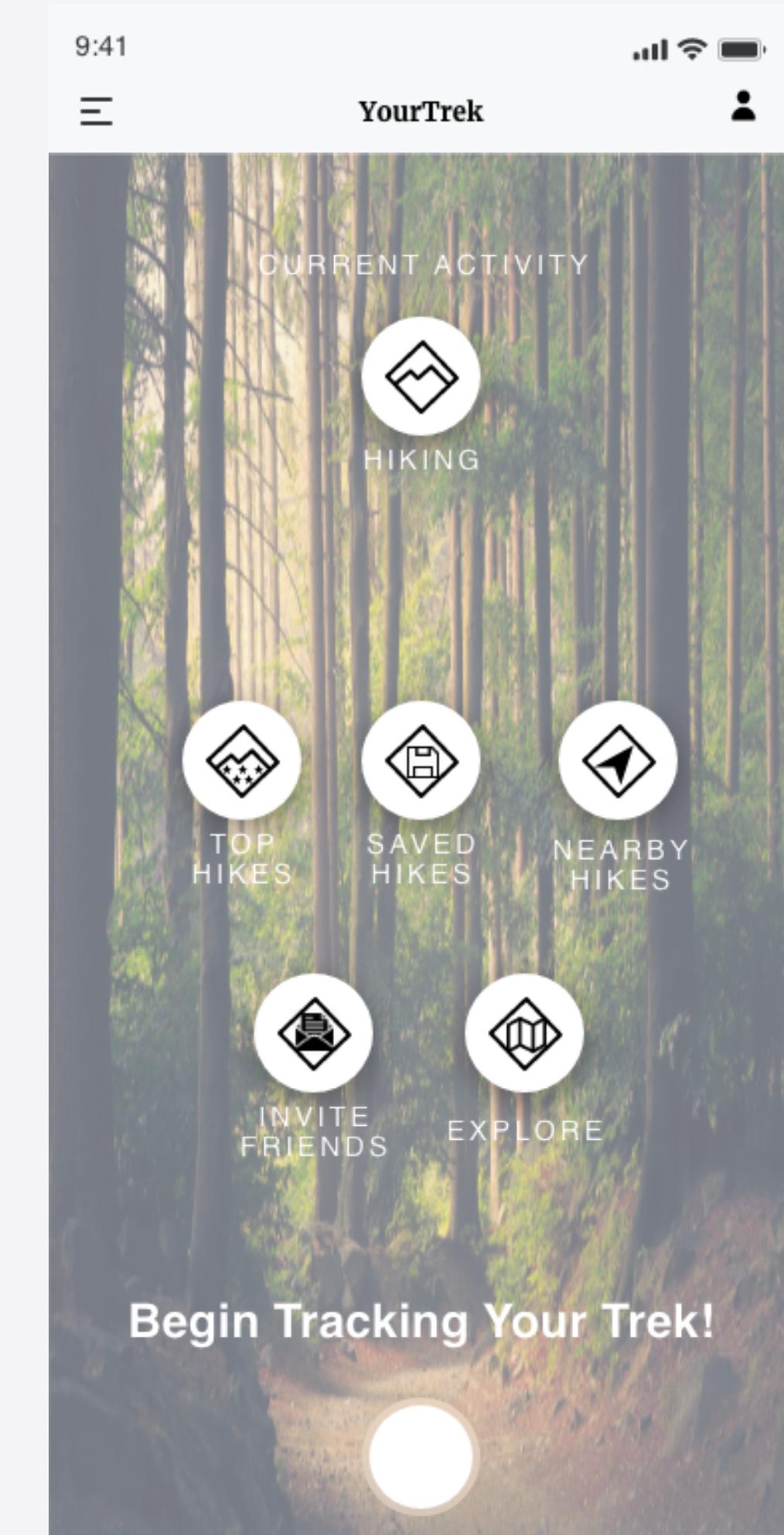
Splash Screen 1



Decision Screen 2

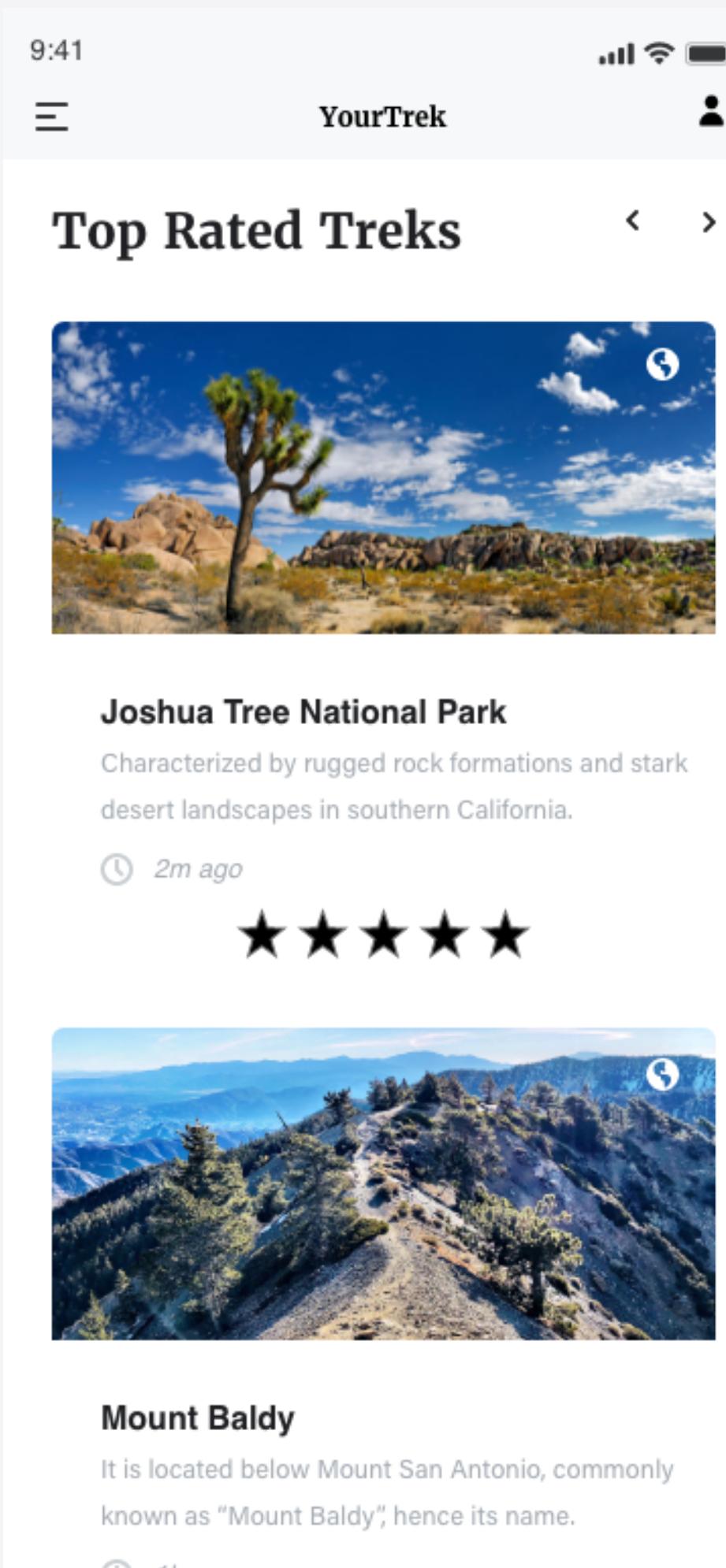


Hiking 3 - Added Nearby Hikes

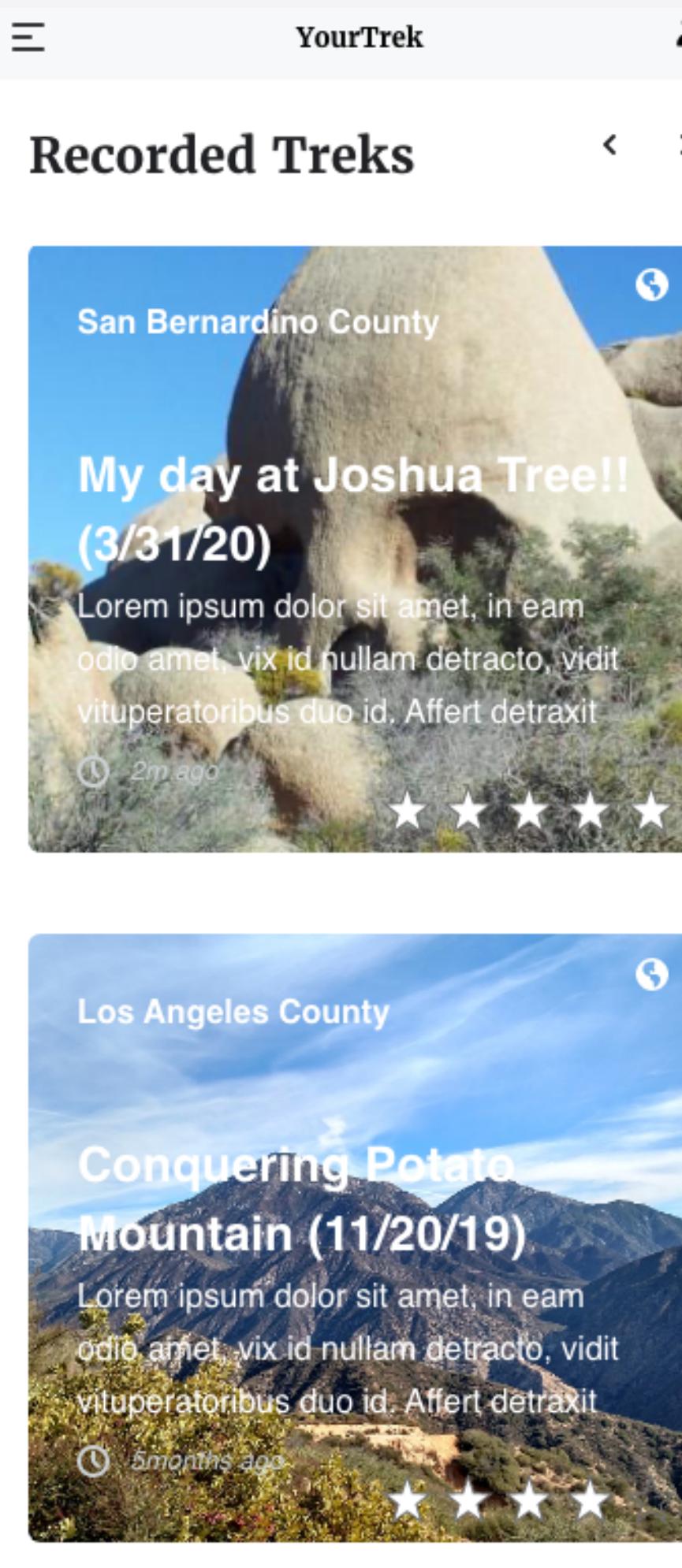


Solution Prototype

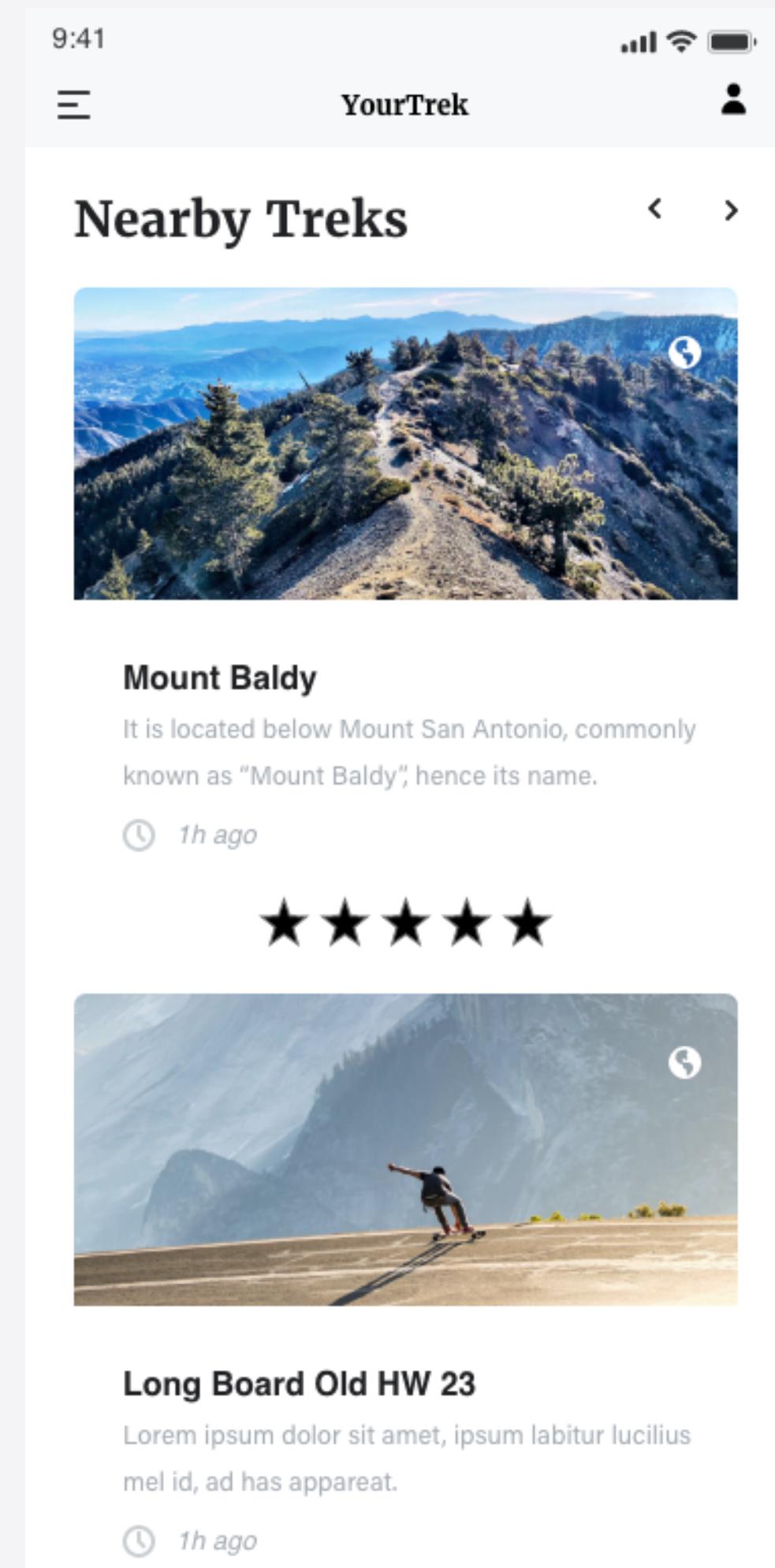
Top Rated Treks 4



Recorded Treks 5

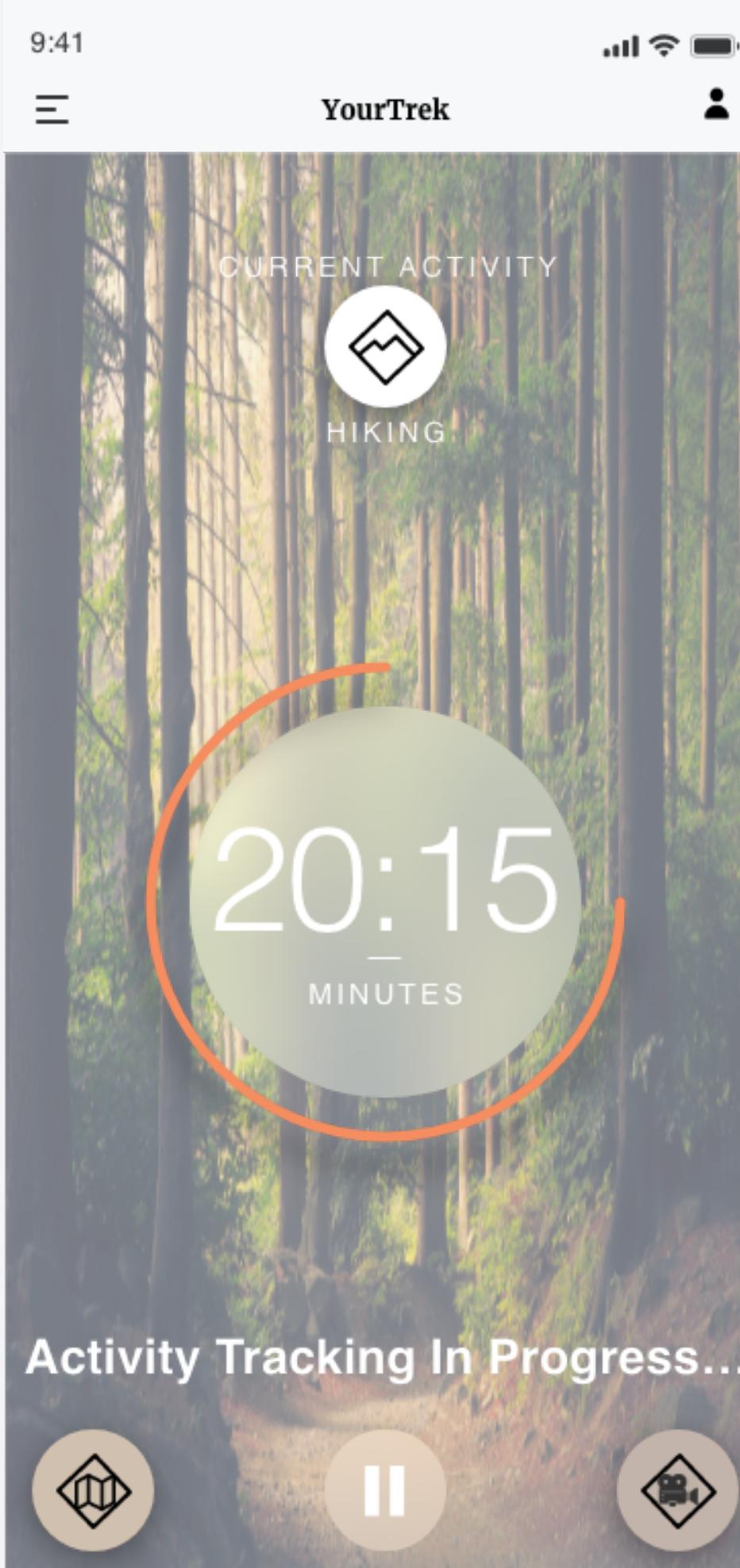


Nearby Treks 6 - Brand New Feature

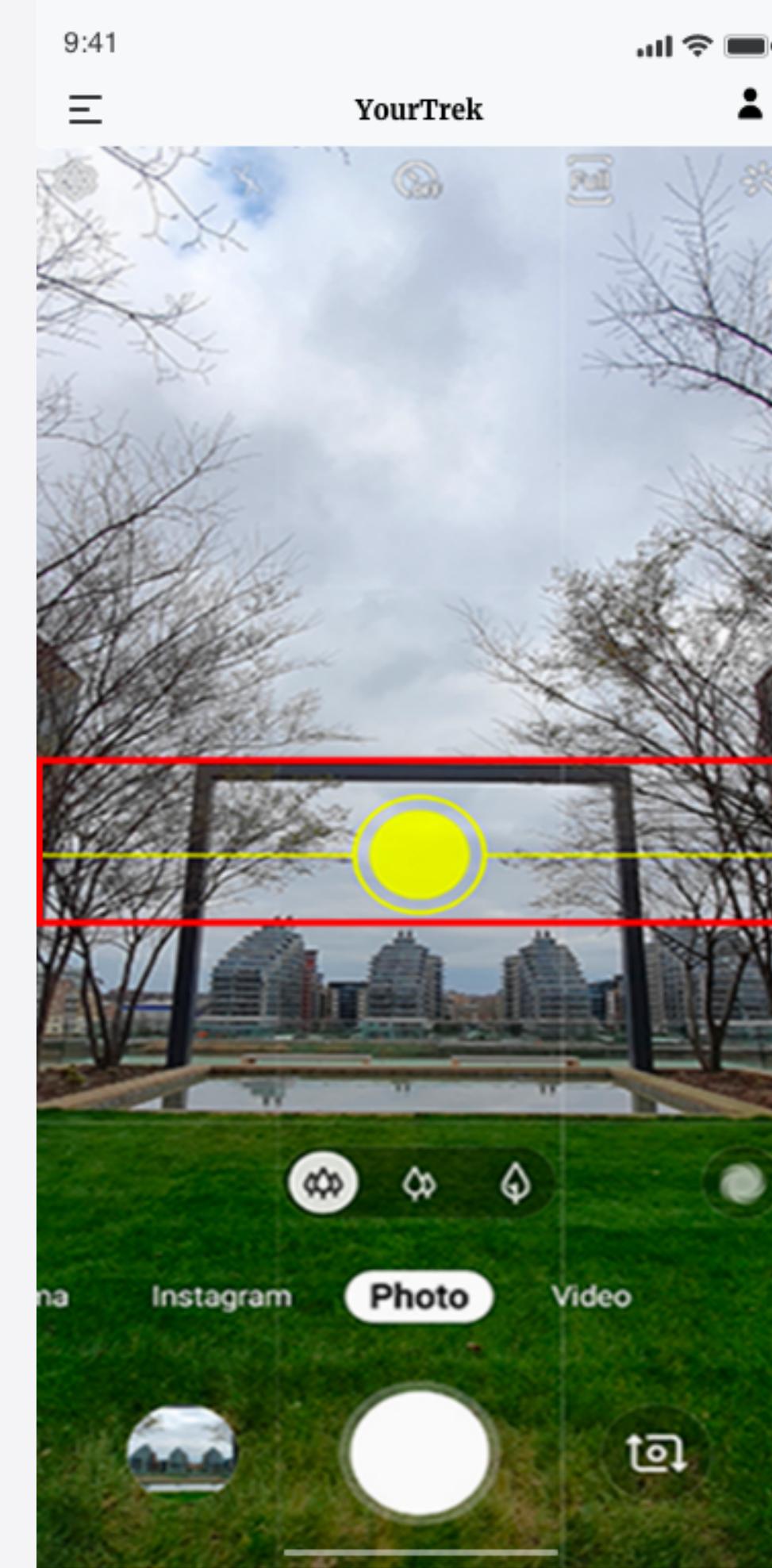


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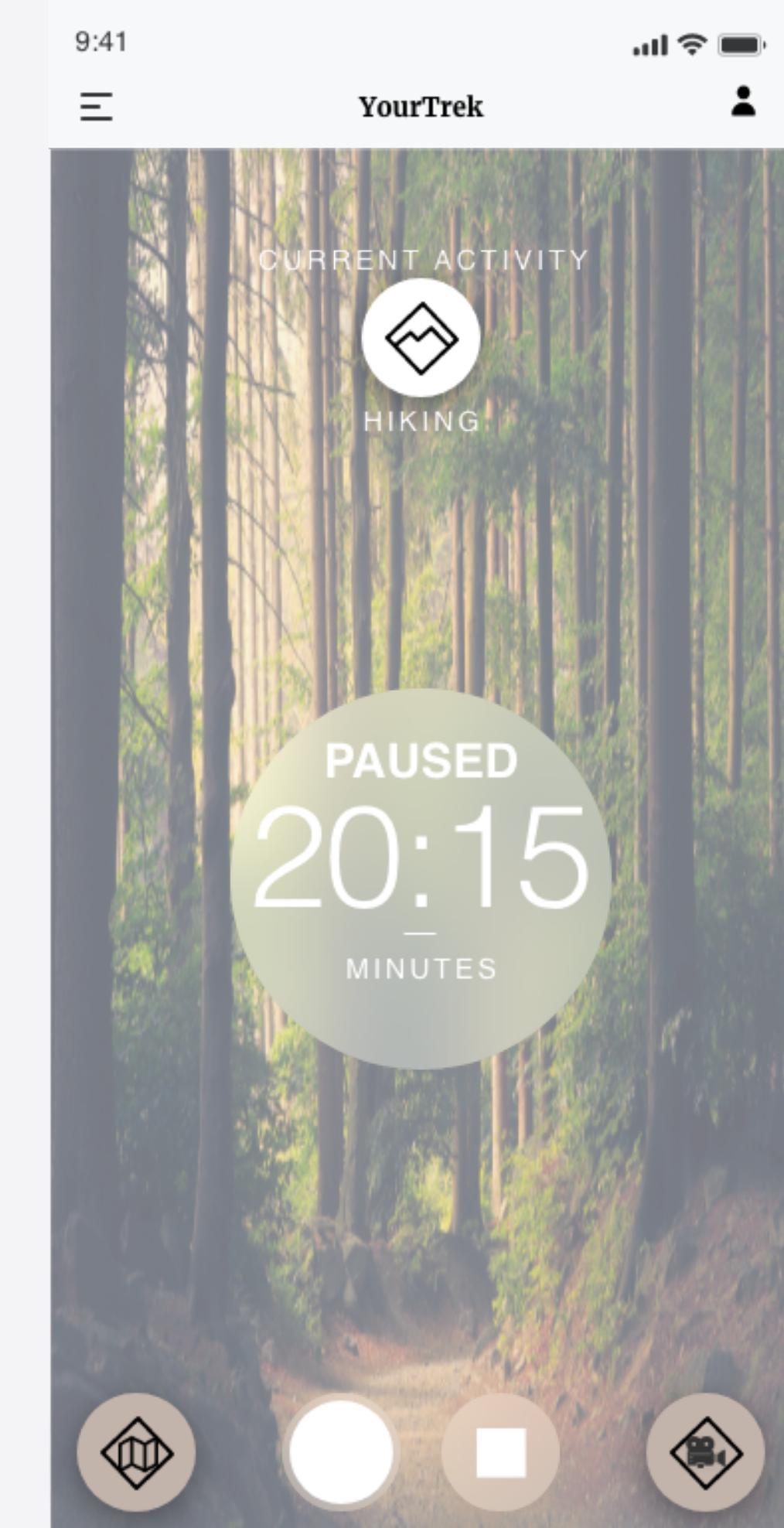
Hike Recording 7



Photo/Video Feature 8



Pause Hike 9



Online Research Study

Participants recruited through Craigslist and received \$10 compensation through Venmo

CL
reply Posted 4 days ago

Looking for Outdoor Enthusiasts for PAID Online Research & Feedback

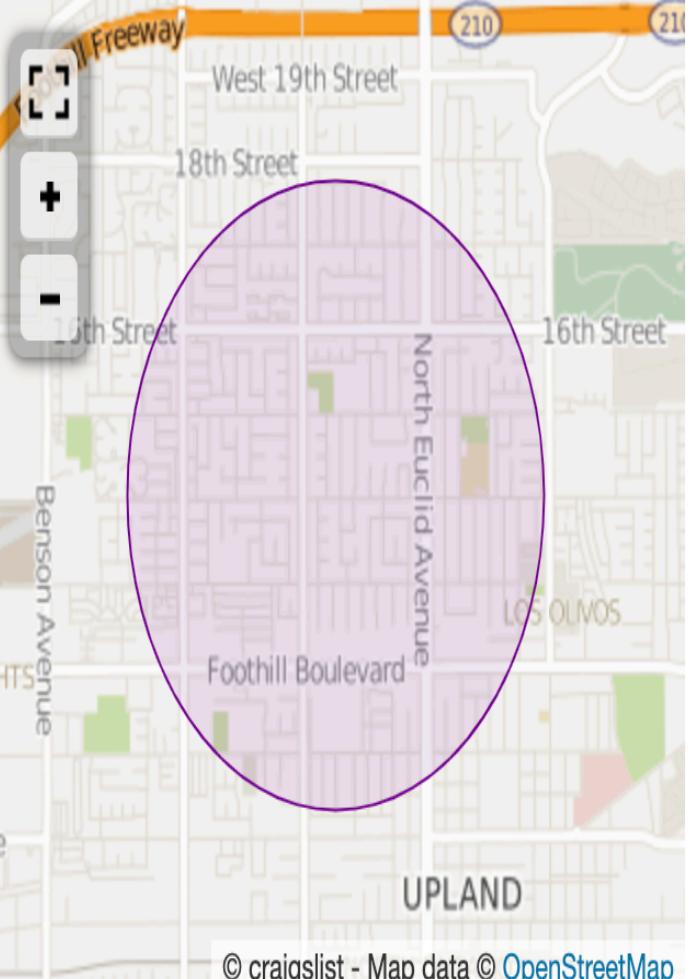


I am Christopher J. Schmank and I work for a start-up company called YourTrek. We are developing an interactive mobile application to help outdoor enthusiasts find new places to explore. I am looking for Los Angeles/Southern California residents to interview ONLINE about the product so that I can get your honest feedback. You must be 18 years of age or older with an active outdoor lifestyle.

The interview will take about 20 minutes and will be conducted by video conference (using Zoom, which is free to download), so we can all stay safe at home. However, you will need to have a webcam and a computer with a decent Internet connection. The interviews will take place on Wednesday, April 1st from 9 AM to 1 PM Pacific Standard Time, however, we can book the exact time after we talk. Participants will receive \$10 via Venmo for compensation. If you are interested, please reply with your phone number, email, and a good time to reach you for further discussion of this opportunity.

compensation: \$10 paid via Venmo for 20 minute interview

- do NOT contact me with unsolicited services or offers



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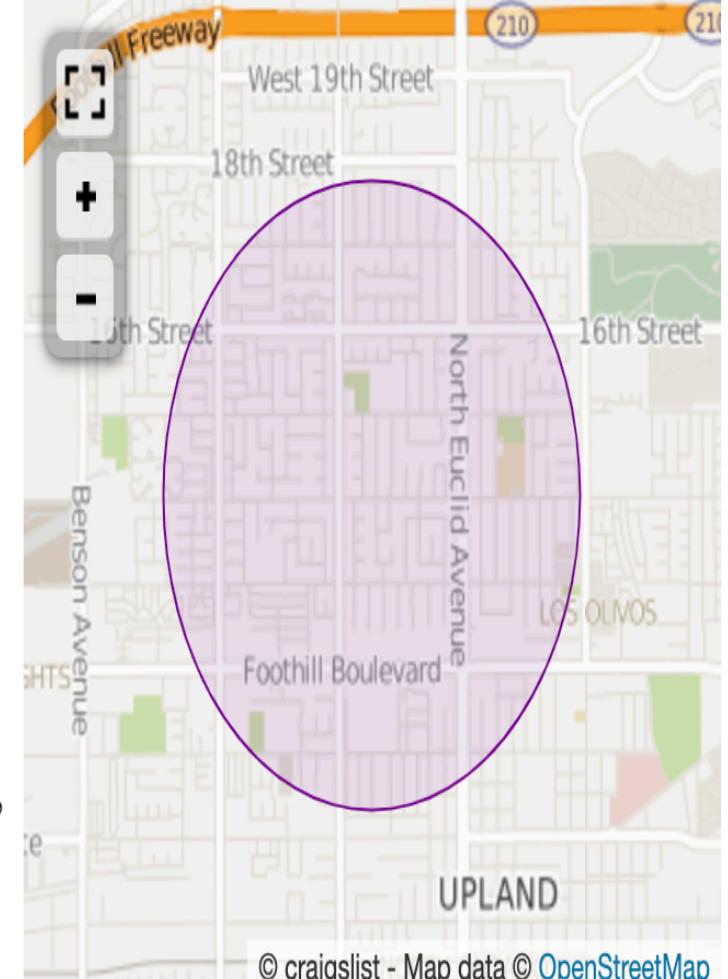


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Ad-post resulted in 13 replies—screener questions isolated 5 of these for subsequent interview

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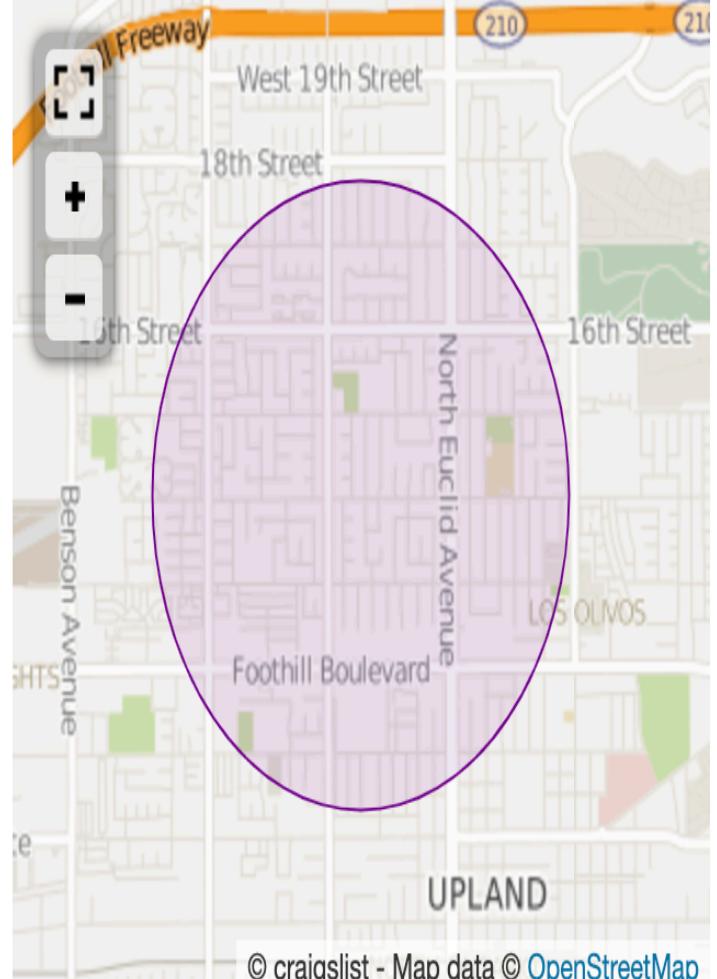


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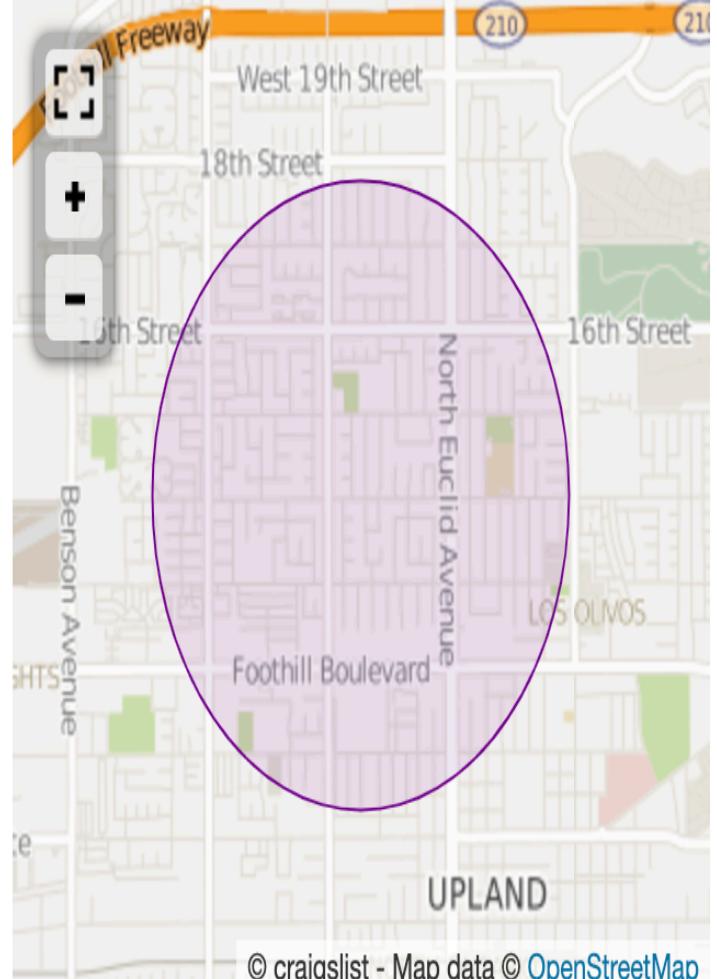


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Customer Interview Results



Customer Interview Results



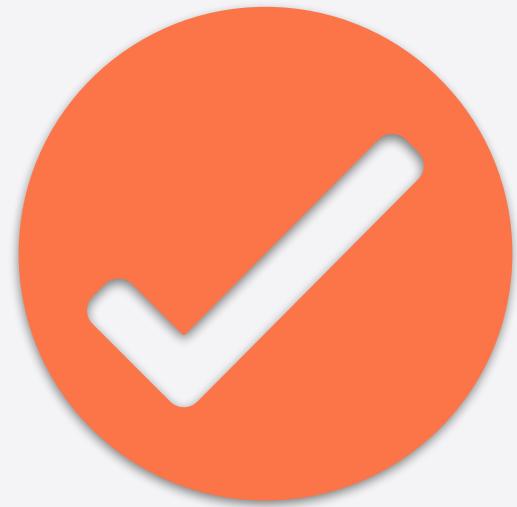
Problem Hypothesis: **VALIDATED**
All interviewees affirmed problem finding
new areas to enjoy outdoor activities

Customer Interview Results



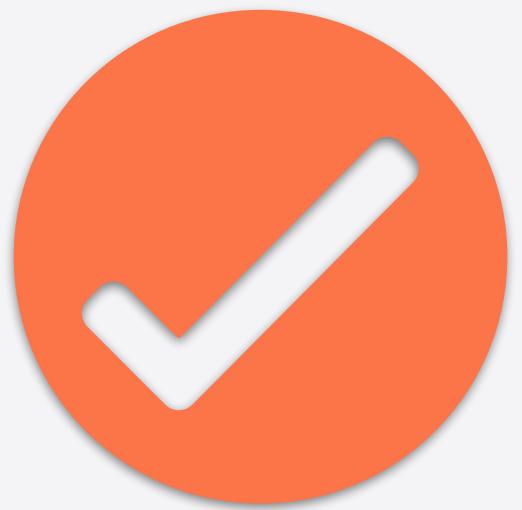
Value Proposition: **VALIDATED**
80% of interviewees affirmed that our
prototype solved problem; 60% affirmed
interest in blog-like features

Customer Interview Results



Business Model: **VALIDATED**
60% of our interviewees expected to pay
for the platform

Customer Interview Results



Business Model: **VALIDATED**
60% of our interviewees expected to pay
for the platform

Our online user research implies that the
plan for YourTrek would be to **persevere**