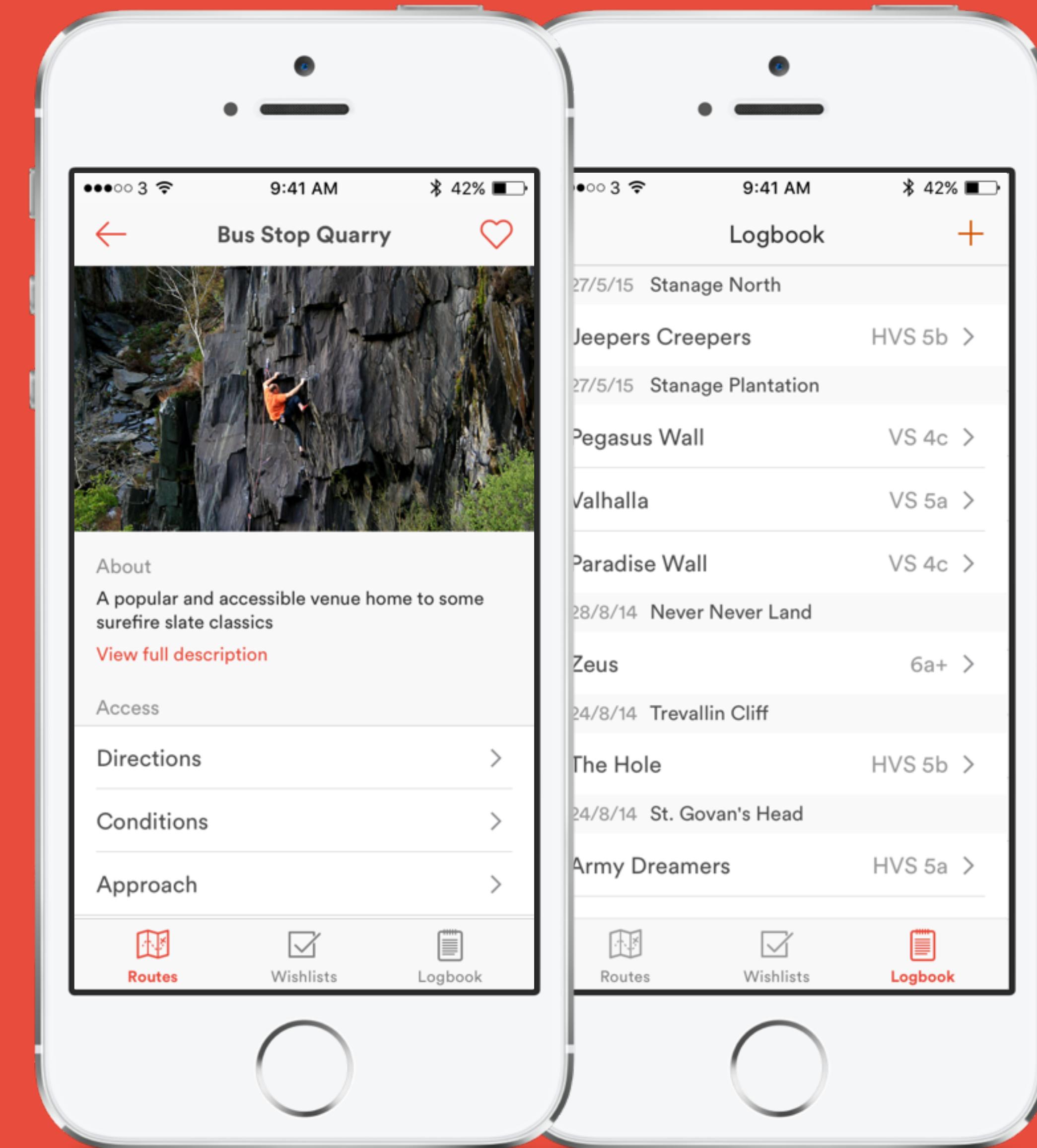


Mountain Leader

The no. 1 guide to Britain's
rock climbs



The Problem

- Assumptions



Assumptions

The near future

- Digital guides will replace books as the primary means of navigating Britain's varied climbing
- Publishers will take the obvious but short-sighted route of packaging up their guidebooks in existing form

A digitally native guidebook

- There is scope for digital guidebooks to go beyond paper books by integrating with logbooks and providing extra information
- The current range of apps available fall short of this vision

Research

- User Interviews
- Key Findings
- Experience Map



User Interviews

Goal

- Discover how climbers use current guidebooks and apps in their climbing and what opportunities there are

Areas of Enquiry

- What does a day's climbing look like?
- What do climbers like/dislike about climbing?
- What do guidebooks do well, and what do they do poorly?
- How do climbers measure their progression and set goals?
- How do climbers use existing digital guidebooks and websites?

Key findings

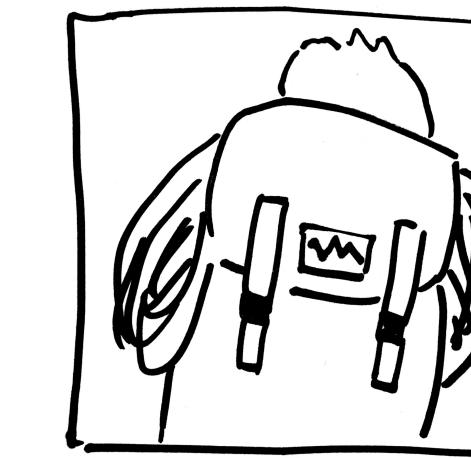
- Climbers want to know as much as they can about a climb beforehand
- Comments provide a way to get a variety of opinions on a climb
- They will also tell you if the climb is in condition or safe
- Climbing is a learning experience and many climbers use tick-lists to drive their progression
- A narrow focus on grades creates performance anxiety
- There is a need to capture the experience of the climb as well
- Climbing is ruled by the weather



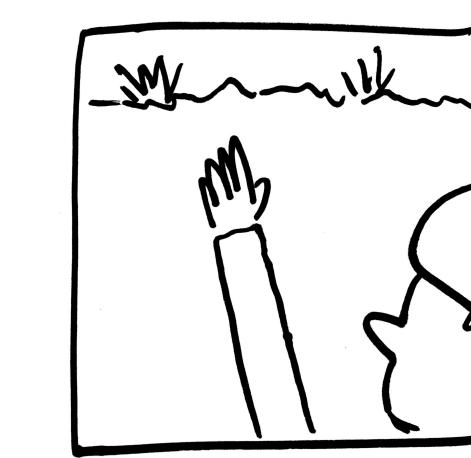
Planning



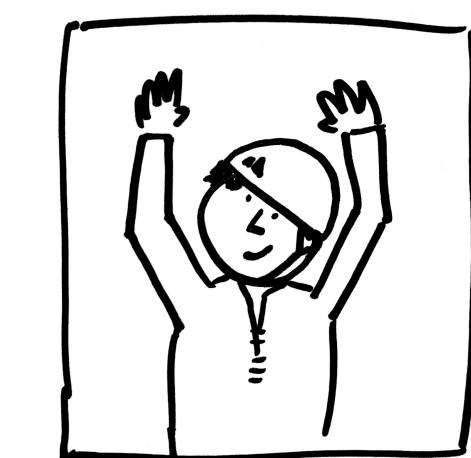
The journey



The approach



Climbing



Getting to the top



Beer & medals



Recording experiences



Activities

- | | | | | | | |
|--|---|---|---|--|---|--|
| <ul style="list-style-type: none"> • Plan where to go climbing and what routes they would like to climb there • It needs to be dry for climbing so climbers follow the weather | <ul style="list-style-type: none"> • Discuss with friends and climbing partners which routes they want to climb. • Look up comments and photos of the climb | <ul style="list-style-type: none"> • Find the crag, and the specific area of the crag where their climbs are located | <ul style="list-style-type: none"> • It's easy to get lost on a route so climbers will often clip the guidebook to their harness and refer to it mid-climb | <ul style="list-style-type: none"> • More climbers get injured on the way down than the way up. Guides must provide clear information about belays and descents | <ul style="list-style-type: none"> • It's not unusual to head to a local pub for some food, a retrospective and a well earned pint | <ul style="list-style-type: none"> • Climbers record their climbs in a logbook, or online • Add comments to climbs online • Share photos of their trips on Facebook |
|--|---|---|---|--|---|--|

Toolset

- | | | | | | | |
|--|--|--|--|--|--|--|
| <ul style="list-style-type: none"> • Guidebooks • MWIS* • WeatherPro • BBC Weather | <ul style="list-style-type: none"> • UKClimbing | <ul style="list-style-type: none"> • Guidebooks • Maps | <ul style="list-style-type: none"> • Guidebooks | <ul style="list-style-type: none"> • Guidebooks | <ul style="list-style-type: none"> • UKClimbing | <ul style="list-style-type: none"> • Excel • Facebook • UKClimbing • Paper |
|--|--|--|--|--|--|--|

* Mountain Weather Information Service

The Audience

- Personas
- Design Principles



	Clare Weekend Warrior	Matt Cash-rich, Time-poor	Spike Social Climber
Persona			
Summary	<p>“I try to get away climbing whenever, and wherever I can”</p>	<p>“I like to know what I’m going to climb before I get there”</p>	<p>“For me, it’s not about the grades, but the overall experience”</p>
Goals	<ul style="list-style-type: none"> • See where the weather looks good this weekend • Show off what she’s been climbing and who she’s been climbing it with 	<ul style="list-style-type: none"> • Plan trips down to which routes he’s going to climb • See what other people think are the best climbs at the crag 	<ul style="list-style-type: none"> • Meet other climbers • Get away from London • Try new experiences

Design Principles

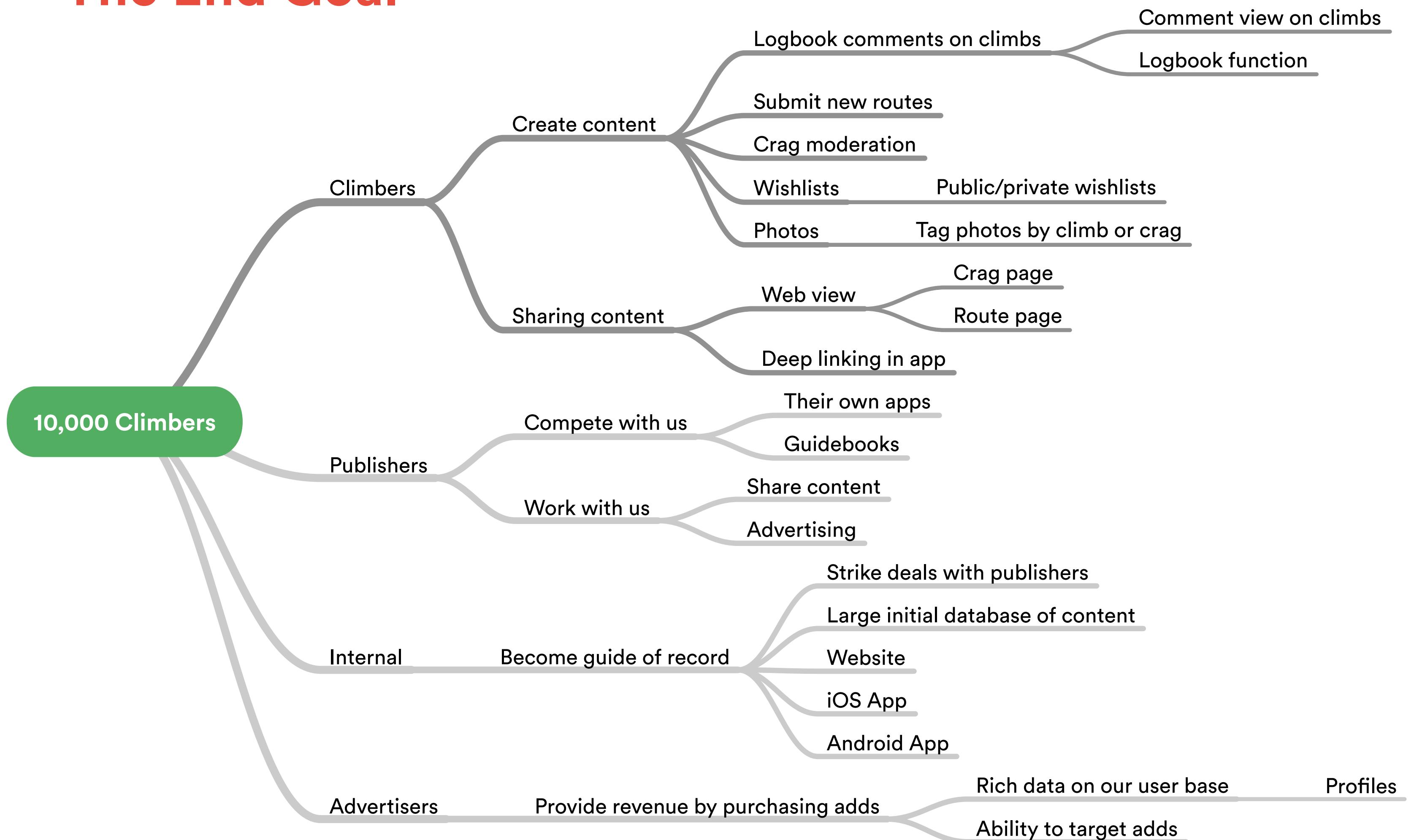
1. Inspire	<p>“I like that climbing takes you to places that you wouldn’t otherwise go to”</p>	Curate and showcase the best of British climbing
2. Guide	<p>“I want to choose routes that appeal to my heart, not just my grade”</p>	Help climbers to find routes that match their skillset and the experiences they want to have
3. Encourage	<p>“My learning shot up when I found a good mountain guide”</p>	Climbing is a sport rooted in personal progression – help climbers to progress through savvy reporting
4. Support	<p>“It’s not about the grades, but the overall experience”</p>	Climbing can be scary and it can be competitive. Support those who aren’t the alpha-male stereotype

Business Analysis

- The End Goal
- Competitor Analysis
- Combined Differentials



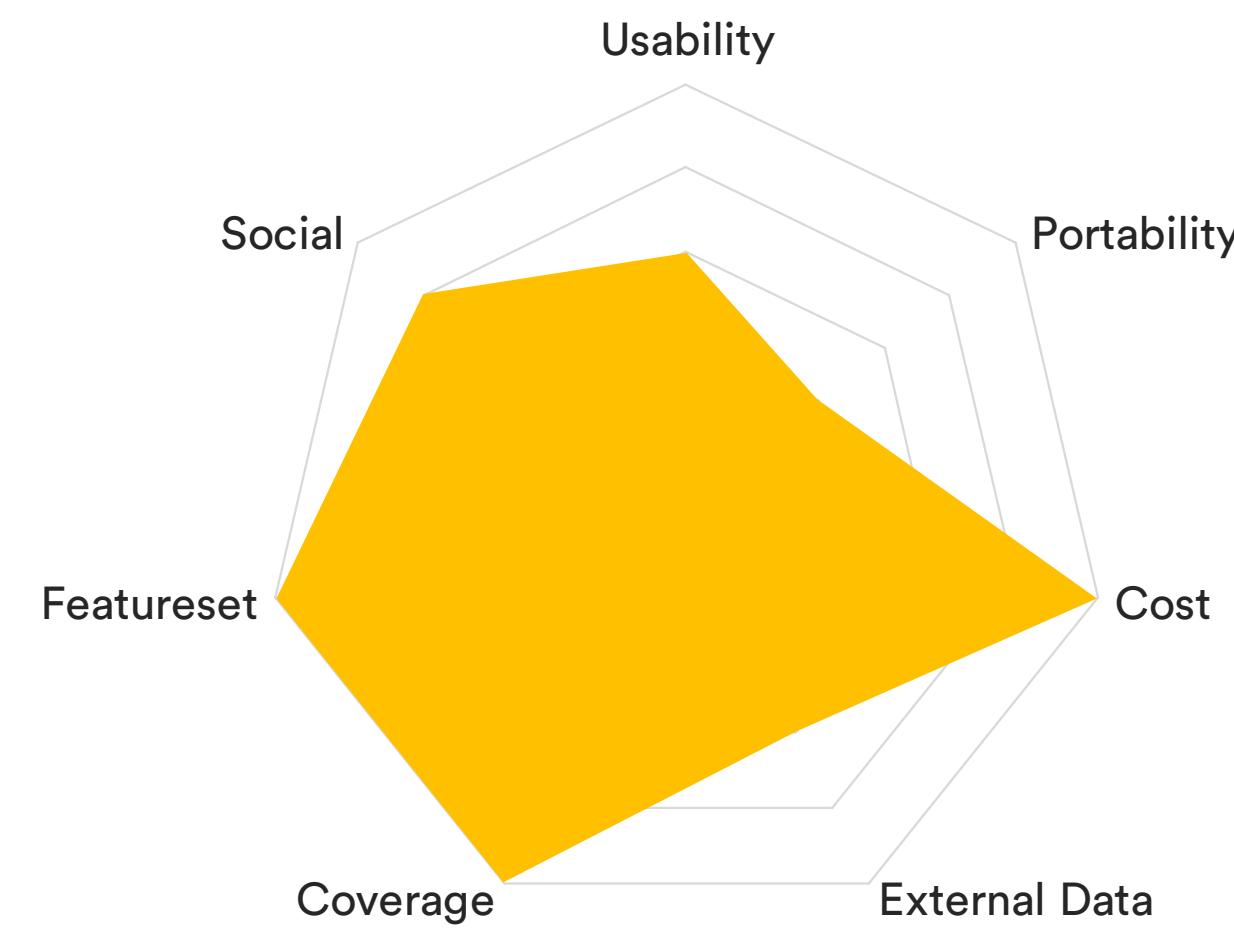
The End Goal



Key Insights

- An advertising-based model means capturing market share
- Those best placed to launch such a product are existing publishers such as the Climbers Club or Send Up
- To appeal to advertisers the product needs to gather rich data on its users

Competitor Analysis

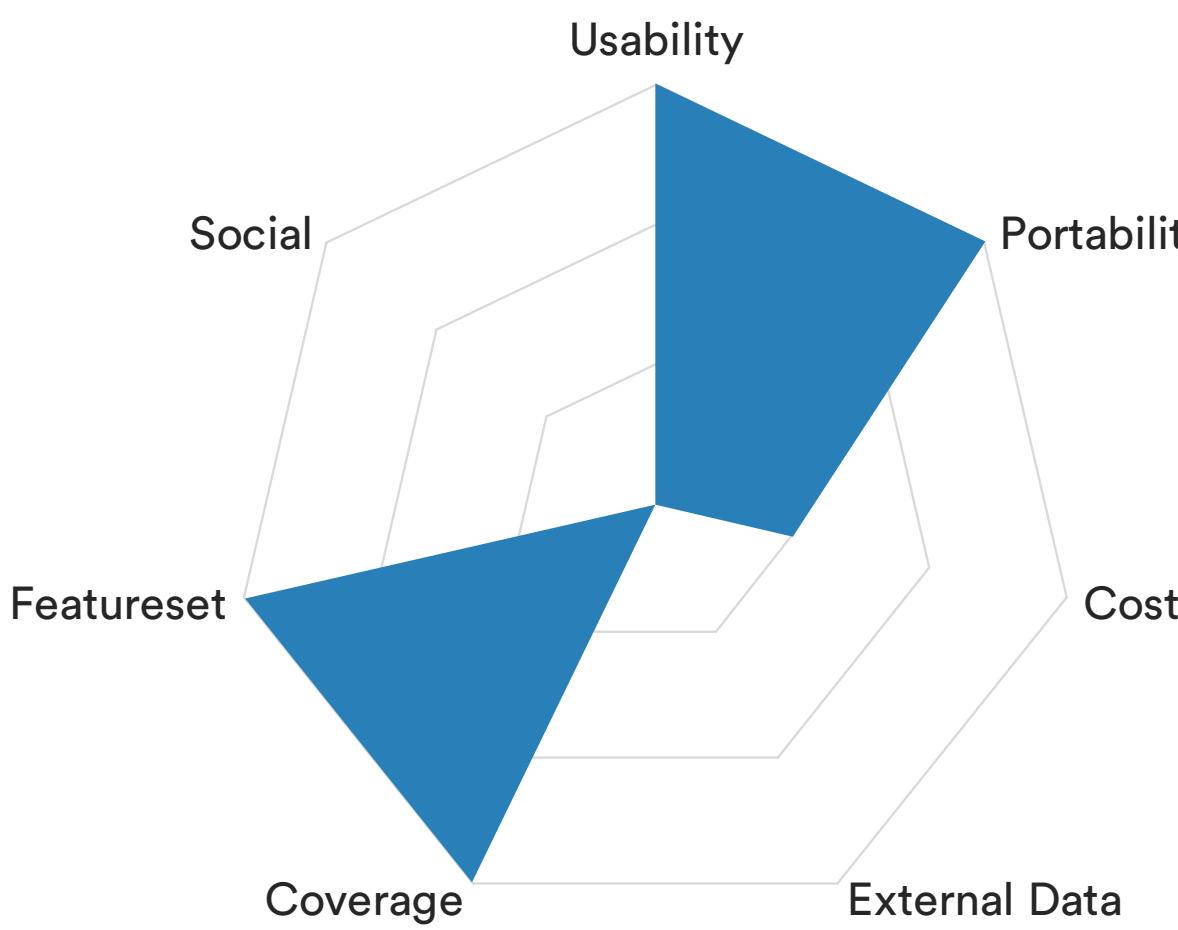


UKClimbing

UKClimbing have a big feature-set and very strong market position. Their big failing is a poor mobile web experience and no app.

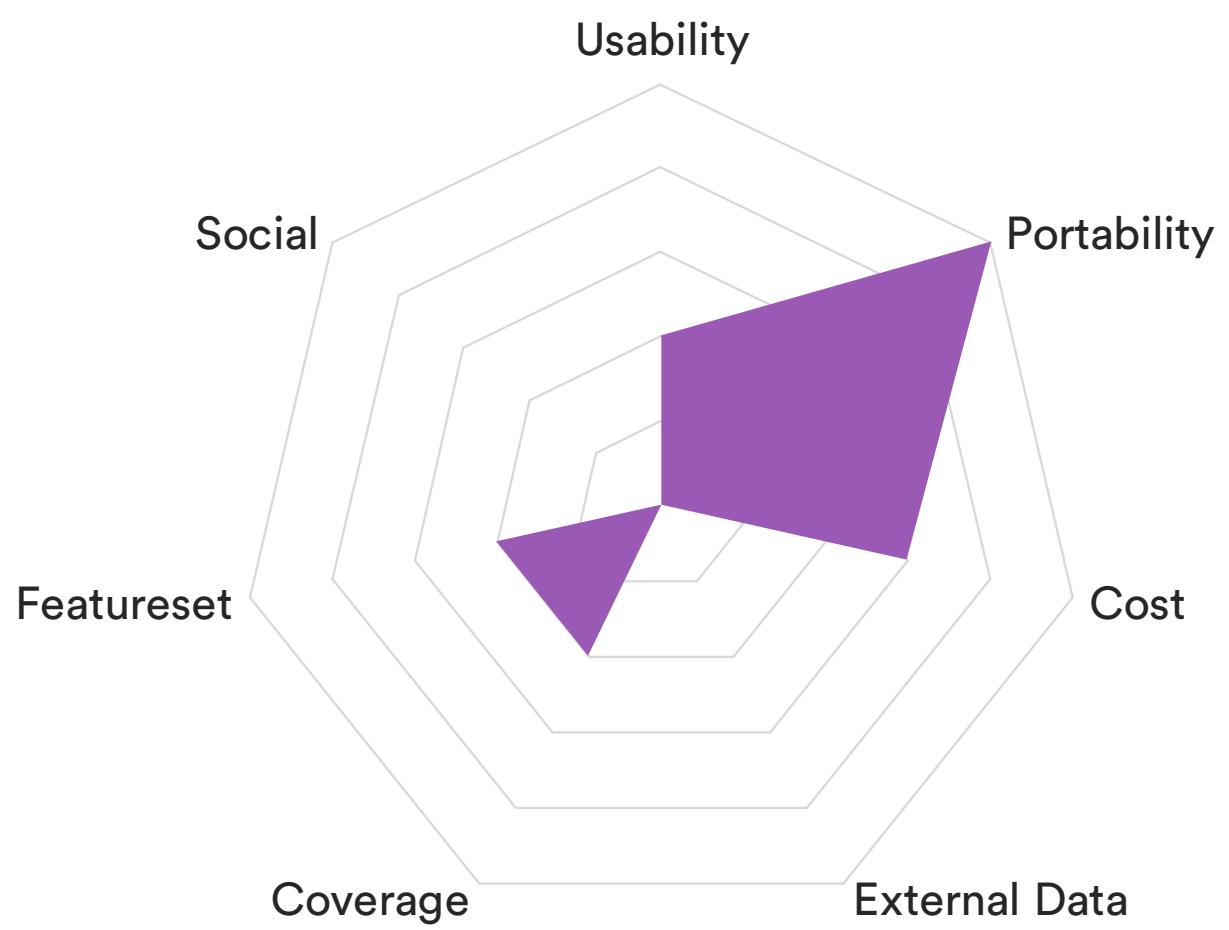
Guidebooks

Guidebooks are still the primary way of navigating the UK's climbs. They have all the advantages of a heavy book, and all the disadvantages too.

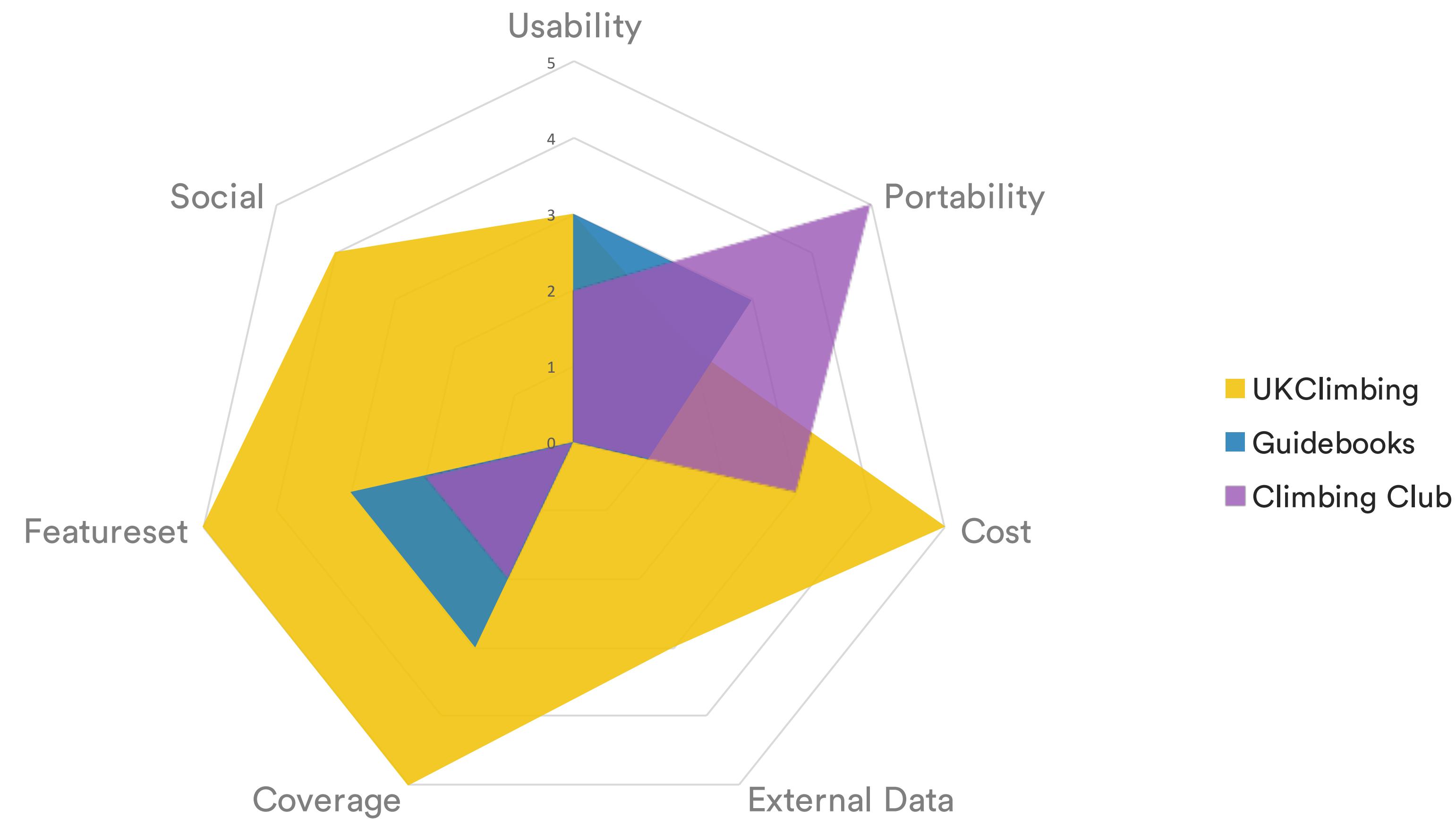


Climbers Club App

The CC are the only UK publisher to produce an app. The app packages some of their existing guides in a poor interface with that takes little advantage of the platform.

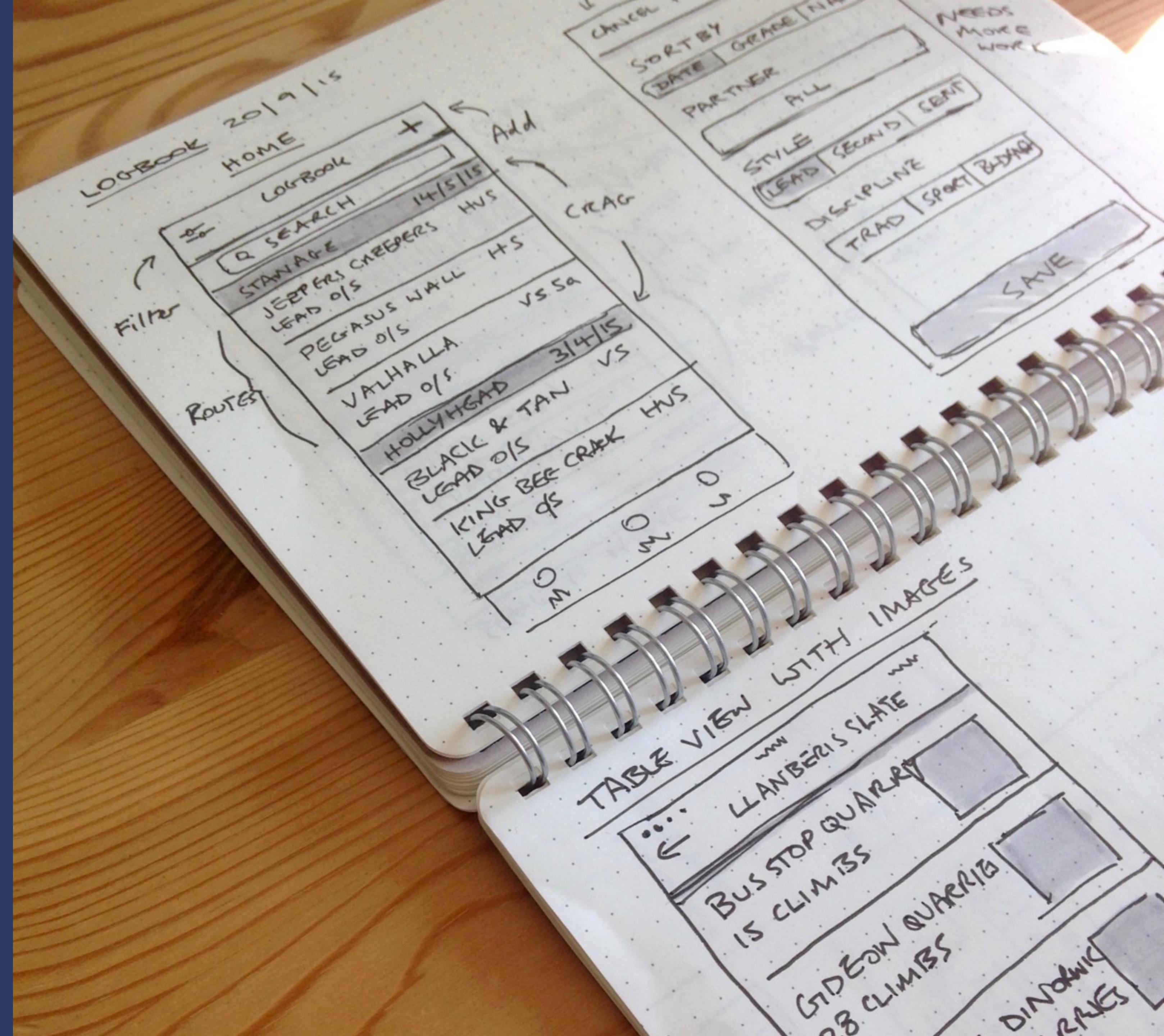


Combined Competitor Differentials

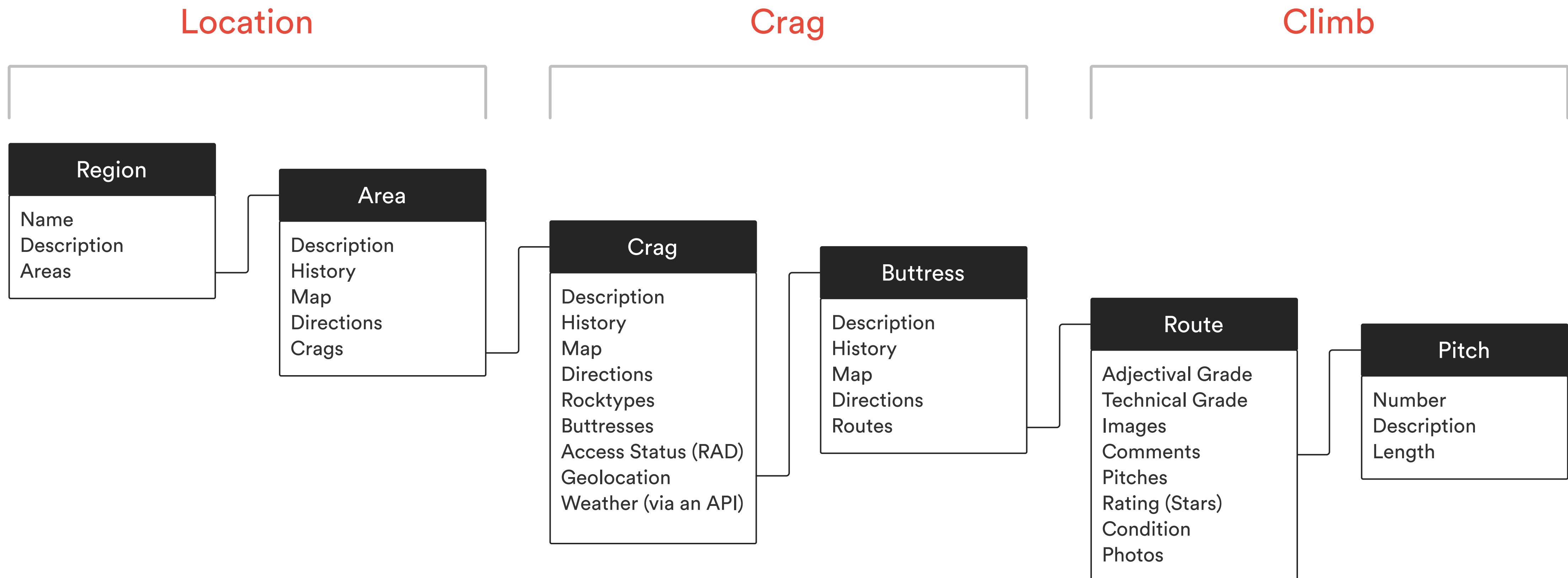


Information Architecture

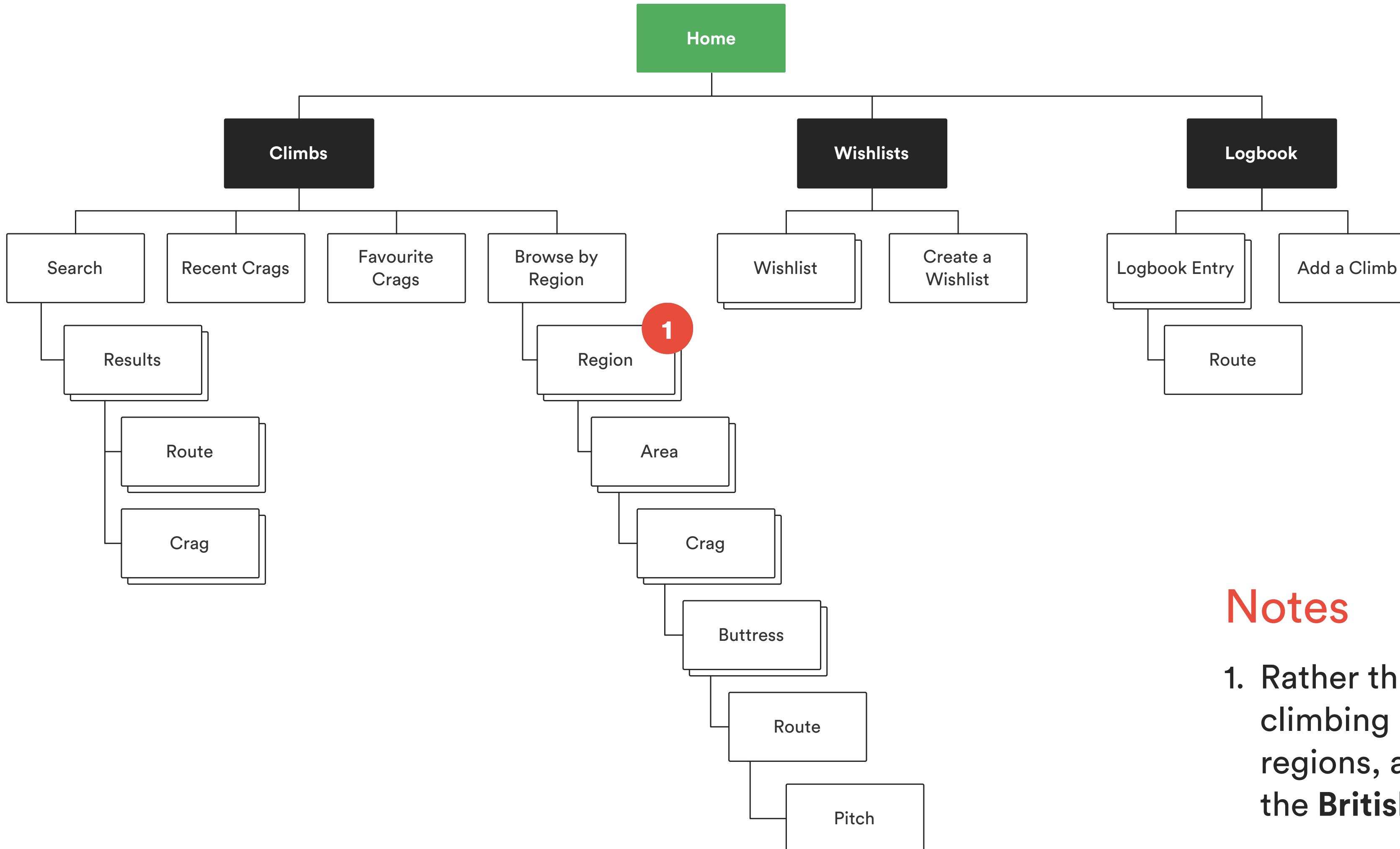
- Content model
- Initial hierarchy
- Testing
- Revised hierarchy



Content Model



Initial Hierarchy



Notes

1. Rather than try to map all of Britain's climbing myself, I got a database of regions, areas and major crags from the **British Mountaineering Council**

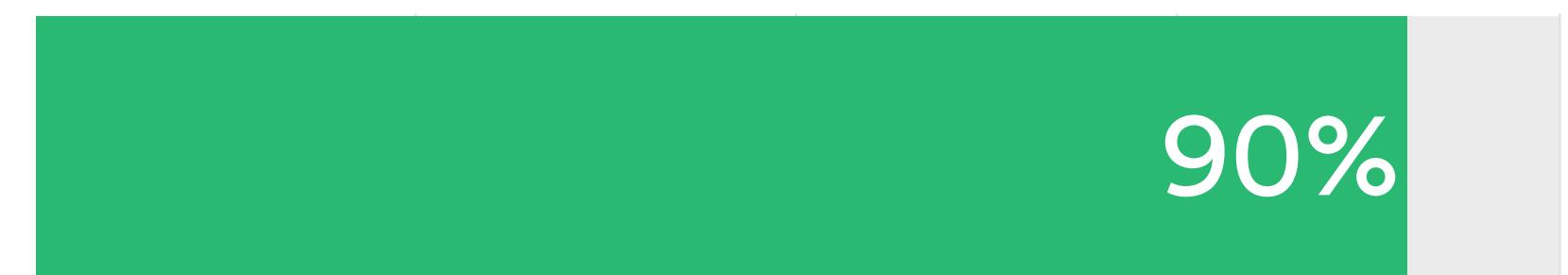
Testing the IA

- Set 3 tasks for 10 participants
 - Find a specific crag
 - Bookmark a different crag and find it again
 - Find a crag you have been to recently
- Broadly able to find the results
- Respondents struggled to find the **Favourites** feature
- A few went into Climbs and back out again

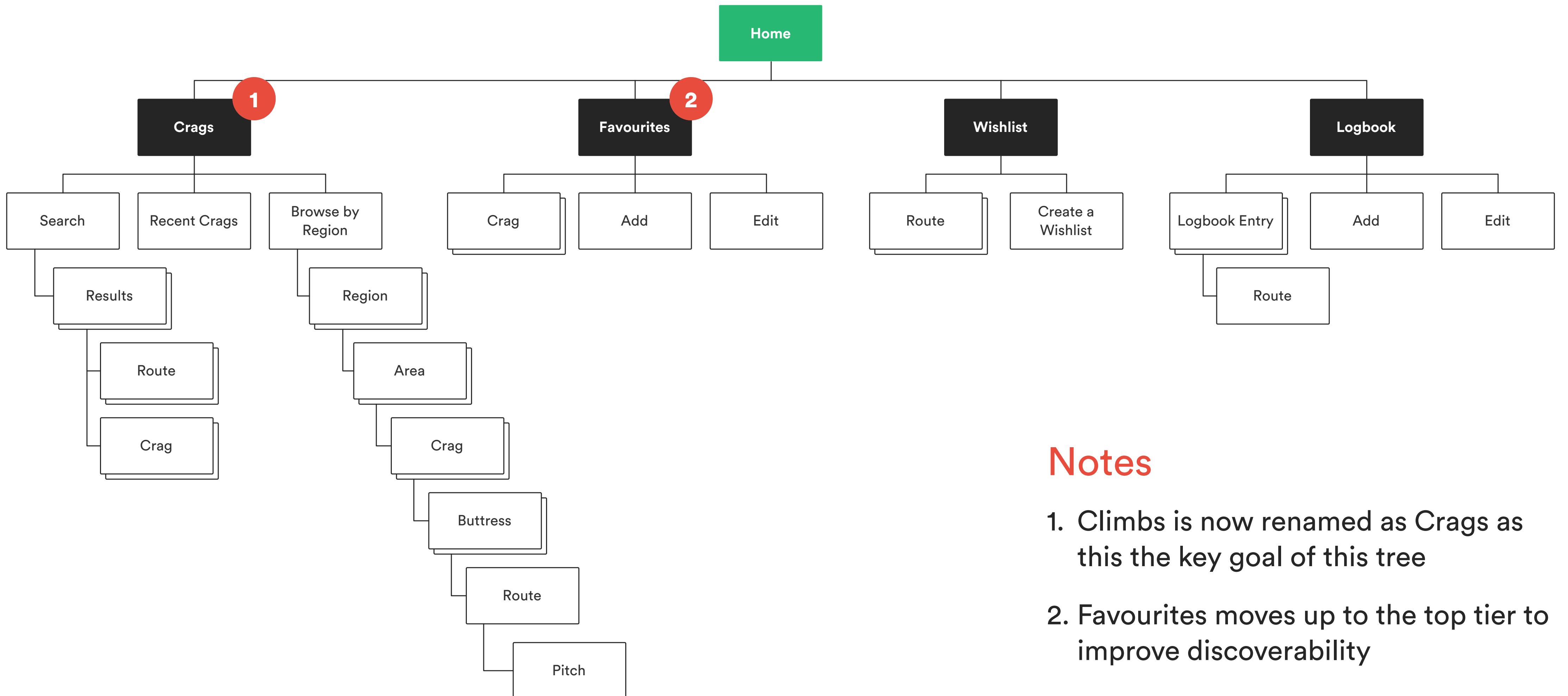
Task Success



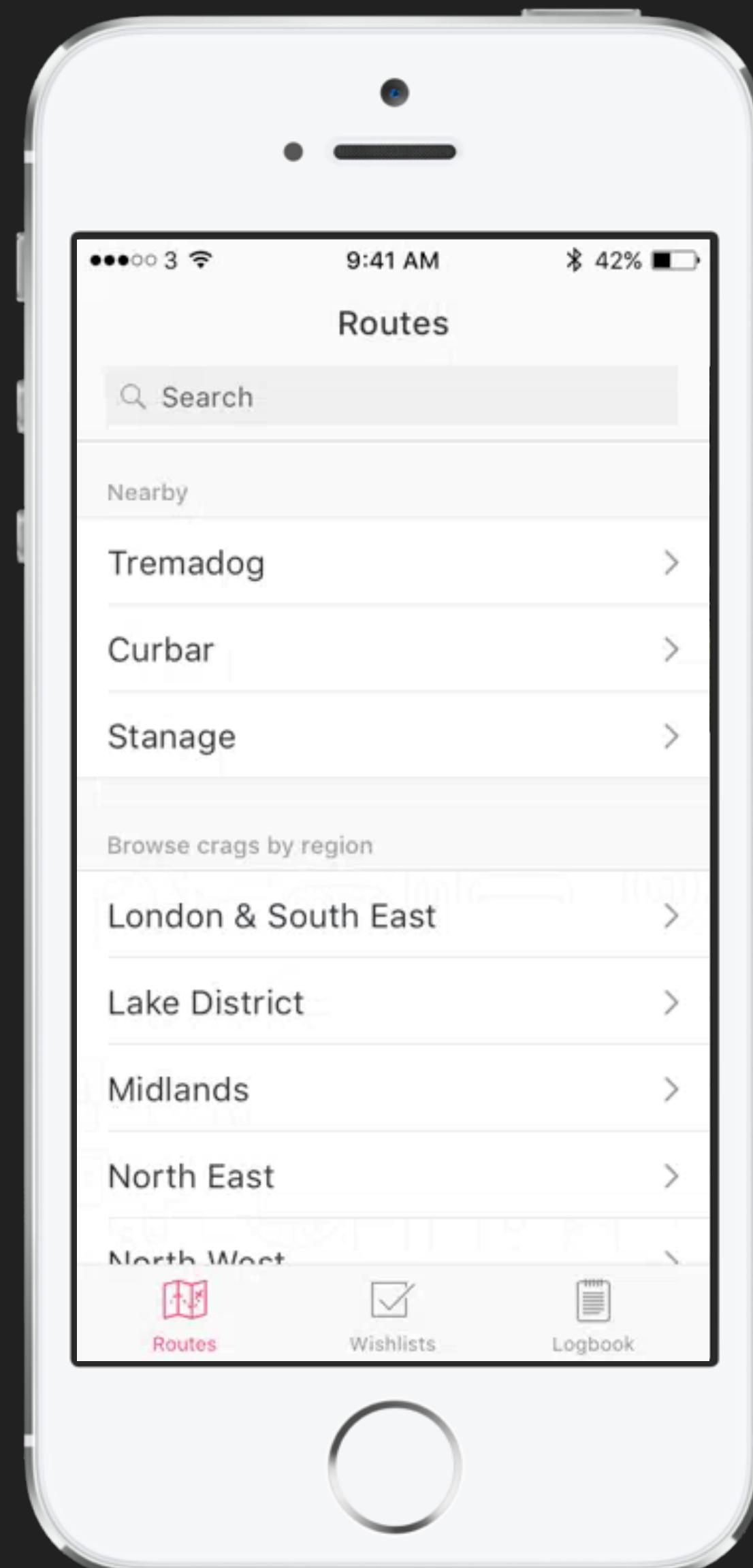
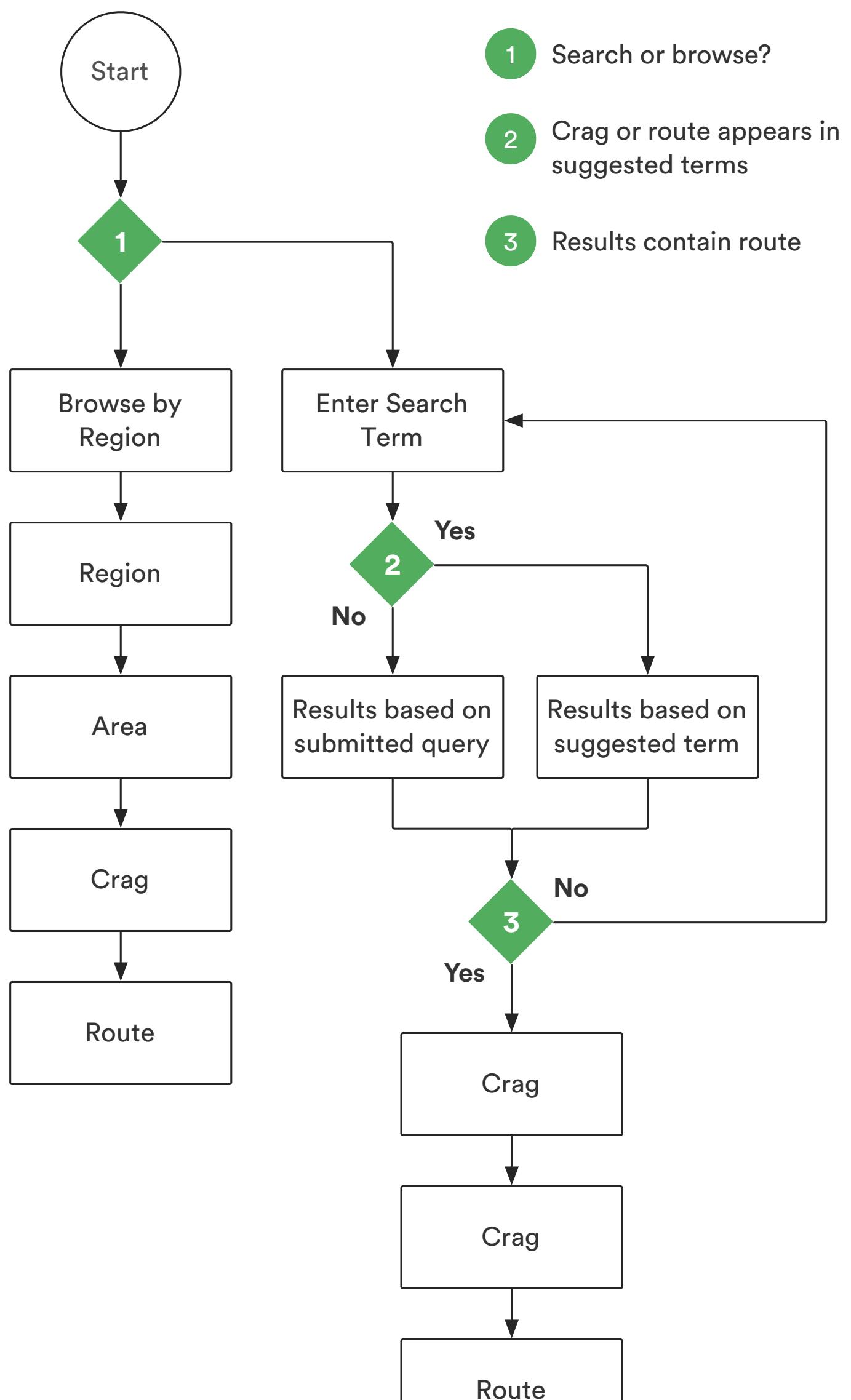
Directness



Revised Hierarchy



Find a route



Prototyping

- Test One
- Test Two



Test One

Objective

To identify if the information architecture and interface for finding a crag or route is easy to use

Hypothesis

Users will use one of either **search** or **browse by region** to find the crag

Method

I used Marvel to create a high fidelity prototype that I tested with four classmates

Test One Results

Findings

- No one found search! Once pointed out, most said that they would have used it if they noticed it
- The Crag → Buttress → Route hierarchy was confusing. Users did not know which buttress the climb was in

Improvements

- Improve visibility of search
- View all routes at a crag and instead use Buttresses as key filters and/or separators

Test Two

Objective

To see if the improvements from test one achieved their goals and to get general feedback

Hypothesis

Users will now user search over browsing

Method

I again used Marvel to test the app with climbing friends in the Palm Tree pub

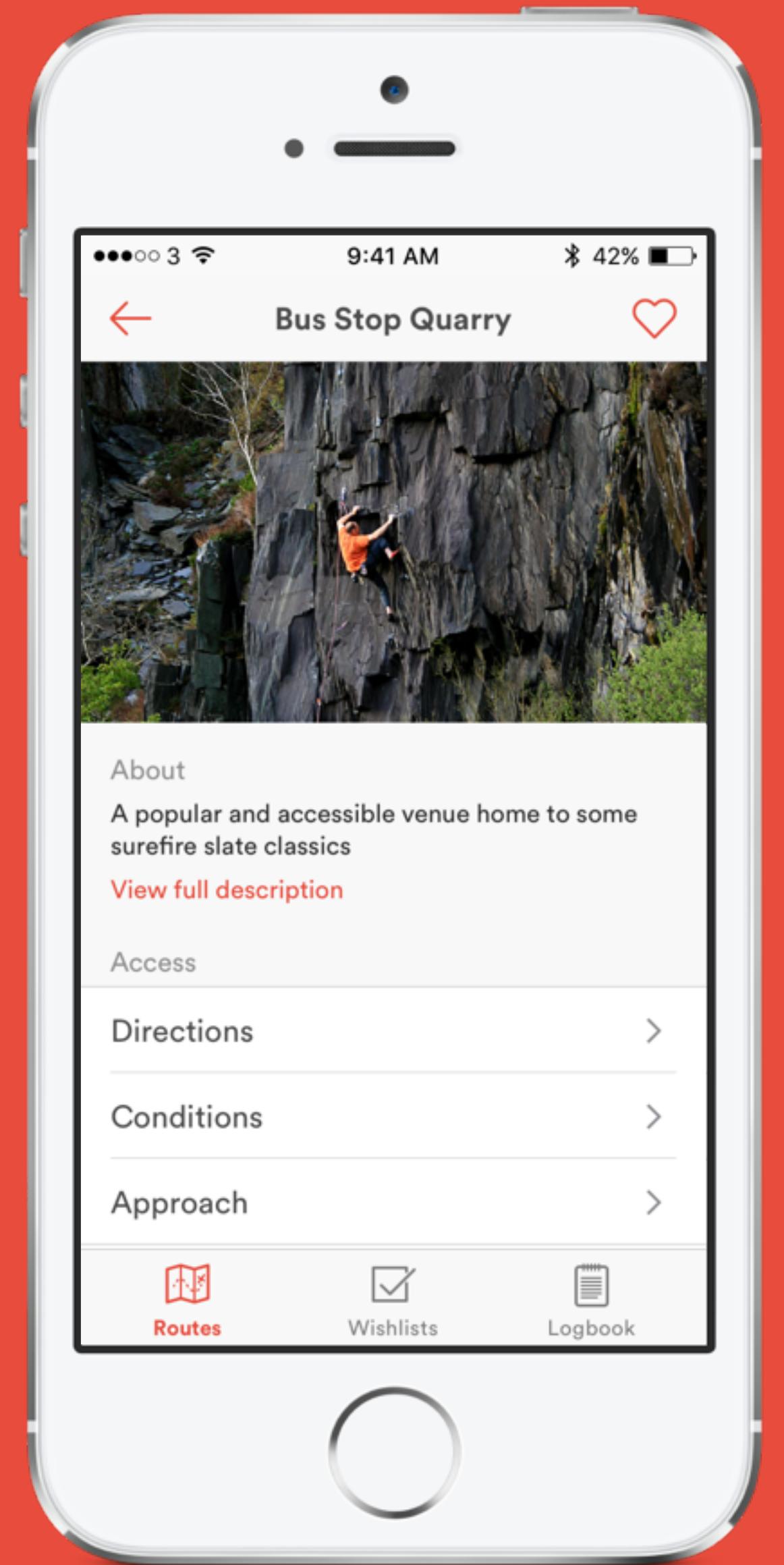
Test Two Results

Findings

- 2/5 now used search as the primary way of finding a crag
- Wishlists in their current form were confusing

Improvements

- There may be too many user stories to make Wishlists into an MVP so consider dropping this functionality at this stage



Further Work

- Speak to publishers and other stakeholders
- Further Iteration and improvement on core user stories
- Fun Distraction: Apple watch app for reading pitches on route



Thank You!

