**Value Proposition**

There exists an interest for a device that enables persons with mobility impairments to actively participate in social outings to explore class one terrain in semi-urban parks.

**Target Market & Scope**

We decided on a target market of serving those with paraplegia or similar mobility impairments on semi-urban class one terrain. This decision was made primarily based off of dialogue with the client, and supplemental research. Given that the clients' weekly events and the majority of trail ride requests are for one of Spanish Banks, Pacific Spirit Park, or Stanley Park, we decided to design for such semi-urban environments. These areas are typically well-established trails and are of sufficient width for a standard wheelchair. While standard wheelchairs are occasionally taken on these trails already, the client identified a major issue is a likelihood of getting stuck and lack of ability to venture off-trail. The second key point identified by the client was a preference for single sherpa operation, and to enable the rider to have a higher level of involvement. As such, our focus is to generate concepts for a ‘TrailRider 5.0’ with a focus on class one trails, and the possibility for single sherpa operation with partial or full control by the rider. This market appeals to a larger clientele as easier terrain hikes are generally within a shorter radius from population centres than more technical ones. Implicit in this target market is that our focus is for paraplegics and otherwise disabled persons (i.e. not explicitly for quadriplegics as the current version serves them well). This was supported by the client when interest was expressed in having a device that would provide rider involvement and be single sherpa compatible. Since only 45% of riders return due to guilt for not having some form of a contribution to the experience, we can address that full 55% while retaining the current 45% by focusing on rider involvement. Whether fully or partially independent, this will retain the spirit of BCMOS and enable riders to partake in class one urban adventures with the assistance of sherpas, the company of friends, or both. This constricts the primary scope of the project to focus on line items 5 and 6 in the project outline: to provide user involvement and single sherpa operation. Given the time limitations of this project and the most significant needs as expressed by the client, this scope will enable us to more completely address these two design aspects.