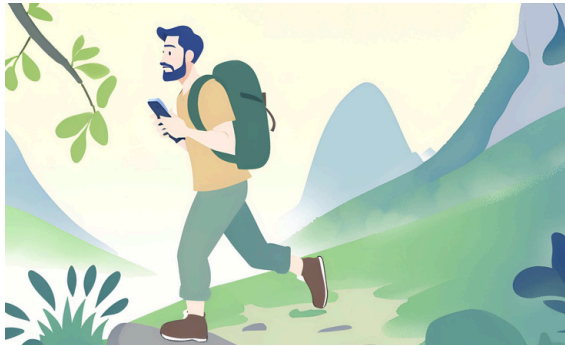


CHALLENGE



Garry gill is interested in hiking but often struggles with navigation and has to use his phone to help with finding the right path. He hates using the phone as it distracts him from nature

RESEARCH



Garry does some research on the internet to find a solution that helps him navigation without the distraction from the nature

DISCOVERY



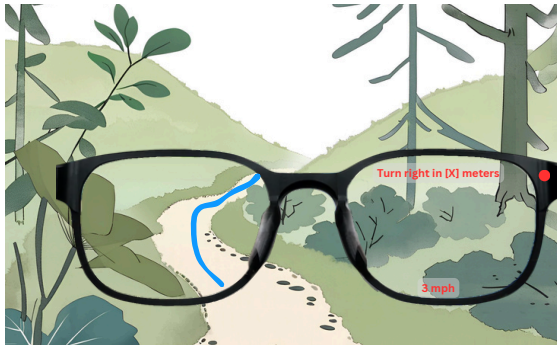
Garry comes across the HikeSense App that uses the AR Glasses technology to help with trail navigation and does not require constant use of phone

PREPARATION



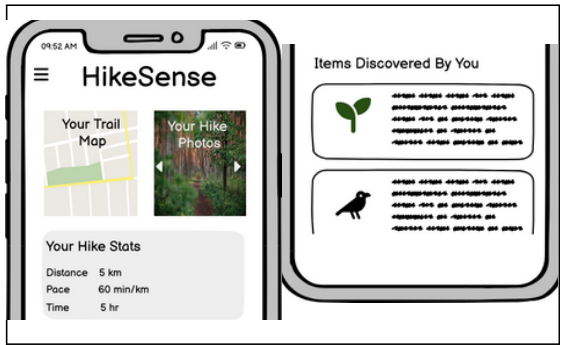
Garry buys the HikeSense app and AR Glasses and is ready to use them on his next hike. He creates a checklist of features he wants to try while hiking.

USAGE



Garry uses the AR glasses while hiking to help him with the navigation and also finds the estimated time and pace stats helpful

APP REVIEW



When Garry comes home, he reviews all the hike stats like pace, distance, trail path map etc, and finds it very helpful and will try to improve on these stats on his next hike

SUCCESS



Garry is very happy with the AR Glasses solution and will definitely recommend it to all his friends