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Project Class (COS5)

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# KayakQuest

## APP DEFINITION STATEMENT

**Target Audience:** Kayakers aged 25–65, including adventure-seeking professionals (25–45) and active retirees (45–65), who range from beginner to intermediate skill levels and seek safe, scenic, and social kayaking experiences.

**Problem Solved:** Kayakers struggle to find safe, skill-appropriate routes, access real-time water and weather conditions, and connect with local paddling communities, leading to wasted time, safety concerns, and missed opportunities for enjoyable trips.

**Solution:** KayakQuest is a mobile app that simplifies kayaking by providing a user-friendly platform to discover tailored routes, monitor real-time safety conditions, and connect with local kayaking communities.

## PROBLEMS THE APP SOLVES/WHAT THE APP DOES

1. Kayak, Canoe, Paddle Board Put-In's
2. Kayak, Canoe, Paddle Board Take-Out's
3. River Distance
4. River Safety Info
5. Float Plan
6. Weather?

## PROBLEMS THE APP DOES NOT SOLVE/WHAT THE APP DOES NOT DO

1. Community Hub - For now, might come later.
2. Gear Guide
3. Outfitters - For now, might come later.
4. Features - Scenic views etc
5. Trip Journal - For now, might come later, will want to interface with Smart Watches.

## DEMOGRAPHICS

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## Main Demographic

- **Age Range** - 25–45
  - This age group is typically physically active, seeks adventure, and has the disposable income and time to pursue outdoor hobbies like kayaking.
- **Gender** - Mixed, slightly male-leaning (60% male, 40% female)
  - Men are slightly more represented due to historical trends in outdoor sports, but women are increasingly participating, especially in recreational and fitness-focused kayaking.
- **Occupation** - Professionals, Outdoor Enthusiasts, Fitness Instructors, or Remote Workers
  - Common occupations include mid-level professionals (e.g., marketing, tech, healthcare), adventure guides, or those with flexible schedules like freelancers and remote workers who can integrate kayaking into their lifestyle.
- **Income Range** - \$50,000–\$100,000 annually
  - Kayaking requires moderate investment (e.g., equipment, rentals, travel to waterways), making this income range ideal for affording gear, trips, or guided tours without being prohibitively expensive.
- **Other Details:** This demographic is drawn to kayaking for its blend of adventure, fitness, and connection with nature. They are likely to live in or near areas with accessible waterways (e.g., coastal regions, lakes, or rivers) or travel to such destinations for recreation.

## Secondary Demographic

- **Age Range** - 45–65
  - This group includes older adults who are either retired or nearing retirement, seeking low-impact outdoor activities to stay active and enjoy leisure time.
- **Gender** - Mixed, roughly equal (50% male, 50% female)
  - Both men and women in this age range participate, often as couples or in group settings, with a focus on recreational or leisurely kayaking.
- **Occupation** - Retirees, Semi-Retired Professionals, or Part-Time Workers
  - Many are retired or work part-time, allowing ample time for hobbies. Some may be former professionals (e.g., teachers, engineers) or small business owners transitioning to more leisure-focused lifestyles.
- **Income Range** - \$40,000–\$80,000 annually
  - This group often relies on retirement savings, pensions, or part-time income. They can afford moderate kayaking expenses, such as rentals or group tours, but may be less likely to invest in high-end equipment.

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- **Other Details:** This demographic enjoys kayaking for its low-impact exercise benefits, social opportunities, and relaxation in scenic environments. They often prefer calm waters (e.g., lakes or slow rivers) over whitewater rapids, focusing on leisurely paddling or wildlife observation.

## PERSONAS

### User Name - Alex Carter

**Age:** 32

**Gender:** Male

**Occupation:** Digital Marketing Specialist (Remote)

**Income:** \$75,000/year

**Location:** Charlotte, North Carolina

**Background:** Alex is an adventure enthusiast who loves outdoor activities like kayaking, hiking, and mountain biking. He's environmentally conscious, supports local conservation efforts, and shares his adventures on Instagram. He lives near the Willamette River, which sparked his passion for kayaking two years ago. Alex is single, rents a small apartment, and has a flexible work schedule, allowing him to kayak on weekends or after work.

**Typical Day:** Alex starts his day at 7:00 AM with a quick workout, then works remotely from 8:30 AM to 4:30 PM, managing social media campaigns. After work, he checks local weather and river conditions to decide if it's a good evening for kayaking. He often struggles to find new routes or gauge water safety (e.g., currents or hazards) without spending hours researching online forums or outdated guidebooks. On weekends, he drives to nearby lakes or rivers but gets frustrated when parking is full or launch points are crowded. Alex usually kayaks alone or with a friend, but he'd love to connect with other paddlers. By 8:00 PM, he's home, editing photos from his trip to post online, and planning his next adventure.

#### Challenges Related to Kayaking:

- **Route Discovery:** Alex finds it time-consuming to research new kayaking routes that match his skill level (intermediate) and preferences (scenic, 2–3 hours).
- **Safety Information:** He worries about unexpected water conditions (e.g., strong currents or debris) and lacks real-time data on river or lake safety.

### User Name - Susan Reynolds

**Age:** 58

**Gender:** Female

**Occupation:** Retired Elementary School Teacher (Part-Time Tutor)

**Income:** \$55,000/year (retirement savings + tutoring)

**Location:** Asheville, North Carolina

**Background:** Susan and her husband, Mark, are semi-retired and love spending time outdoors to stay active. She took up kayaking three years ago after a guided tour on the French Broad River and now enjoys leisurely paddles on calm lakes or slow rivers. Susan is less tech-savvy but uses her smartphone for basic tasks like texting, email, and checking weather. She values health, community, and nature, often kayaking with Mark or a local senior outdoor group.

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**Typical Day:** Susan wakes at 6:30 AM, has breakfast with Mark, and spends the morning gardening or reading. Twice a week, she tutors students from 10:00 AM to 1:00 PM. By 2:00 PM, she's free and often plans a kayaking outing with Mark or her outdoor group. She struggles to find beginner-friendly kayaking spots nearby and relies on group leaders for recommendations, which limits her spontaneity. Susan also finds it hard to track her kayaking progress (e.g., distance paddled) or share trip details with friends. After kayaking, she's home by 6:00 PM, cooking dinner and chatting with Mark about their day. Evenings are spent watching TV or calling her adult children.

**Challenges Related to Kayaking:**

- **Finding Accessible Spots:** Susan needs calm, beginner-friendly waters with easy launch points, but she doesn't know how to find them independently.
- **Physical Limitations:** As a retiree, she worries about overexertion and wants trips that match her stamina (1–2 hours max).
- **Tech Barriers:** Susan finds complex apps intimidating and needs simple navigation to check kayaking conditions or locations.