



Assignment 6b

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DH 110

OVERVIEW



CONTEXT

Facilitating UCLA students' involvement in natural environment & outdoor recreation opportunities of LA



ISSUES

Difficulties finding peers to do outdoor activities with + finding gear



ACTORS

UCLA students, outdoor activity clubs at UCLA, gear rental organizations/businesses

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RESEARCH TECHNIQUE & PROCESS

In order to address these challenges, our team found it highly important to research the ways in which we could better cater to the needs and wants of our potential users.



LITERATURE REVIEW

1. “Successful Community Building Using Social Media Platforms”

- a. Need low barrier of entry for new members
- b. Important to find new ways to engage users
- c. Must have several moderators to help monitor user engagement

2. “Beyond ‘Because It’s There’”

- a. 3 main factors of motivation = social, sensation-seeking, self-image
- b. Social factor = strongest predictor of group membership

3. “Creating Access to Outdoor Gear in Your Community”

- a. Ways to access gear = gear libraries, rental and lease options, gear collectives, donations
- b. Important factors = storage, maintenance, gear repair, sustainability

SURVEY QUESTIONS

1. The process of generating survey questions involved using ChatGPT.
2. We modified our questions to suit the specific needs of UCLA students.
3. This approach saved time and greatly facilitated the formatting and brainstorming of questions to ask.

▶

User Experience Survey

Introduction:
Thank you for taking the time to provide feedback on your experience with our product/service. Your input is important to us.

Section 1: User Satisfaction

1. On a scale of 1-5, how satisfied are you with our product/service? [1 = Very Dissatisfied, 5 = Very Satisfied]

Section 2: Usability

2. How easy is it to use our product/service? [1 = Very Difficult, 5 = Very Easy]

Section 3: Suggestions

3. Do you have any suggestions for improvement or comments about your experience?

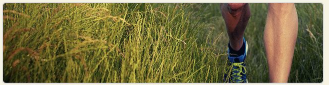
Conclusion:
Thank you for sharing your thoughts. Your feedback is valuable to us and will help us enhance your experience.

This shorter survey focuses on the most critical aspects of user experience and allows for a quicker response. It can be particularly useful for users who may not have much time to spare but still want to provide feedback.

🔄 Regenerate

INTERVIEWS - UCLA STUDENTS

1. Sent a Google survey out to UCLA undergraduates
2. Majority of respondents engage in outdoor activity ranging from either a couple times a week to once a month
3. Never used an app or platform for finding outdoor activity partners or renting outdoor gear
4. 80% of our interviewees communicate through group chats to do so
5. Find a different resource for gear rentals amongst students, all while allowing them to enjoy recreational activities with peers.
6. Fieldwork observations → more understanding of current process students undergo



Outdoor Recreation and Natural Ecologies Engagement

Thank you for participating in this survey. Your feedback will help us understand how to enable undergraduate students at UCLA to engage with the natural ecologies, socialize, and facilitate gear rental in Los Angeles. Please take a few minutes to share your thoughts and experiences. ***You must be a current UCLA undergraduate student to participate in this survey.***

islee0220@g.ucla.edu [Switch account](#)

Not shared

What types of outdoor activities do you enjoy, and how frequently do you participate in them?

Your answer

Have you ever used an app or platform for finding outdoor activity partners or renting outdoor gear? If yes, please specify which ones.

Your answer

How do you prefer to find/connect with potential outdoor activity communities? (Select all that apply)

- ☐ In app messaging
- ☐ Group chats
- ☐ User profiles with activity preferences
- ☐ Matchmaking algorithms based on interests
- ☐ Other:

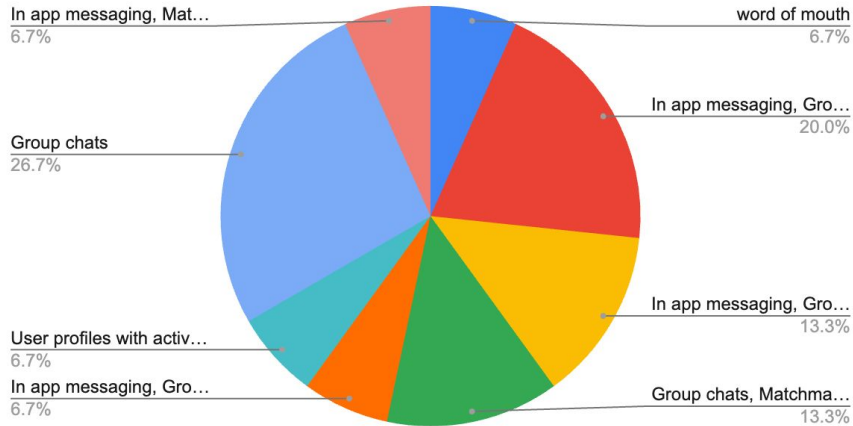
Have you ever rented outdoor gear/equipment through an app? If you own outdoor gear/equipment, would you be willing to loan your equipment to another student through an app?

Your answer

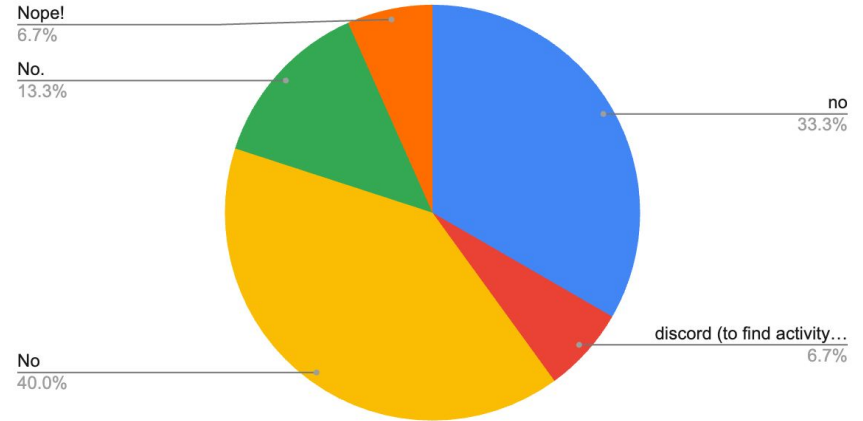
[Submit](#) [Clear form](#)

SURVEY DATA

Count of How do you prefer to find/connect with potential outdoor activity communities? (Select all that apply)

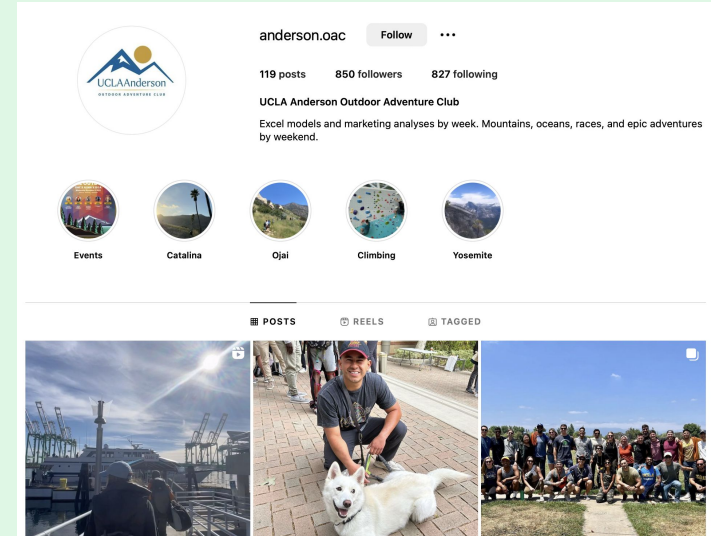


Count of Have you ever used an app or platform for finding outdoor activity partners or renting outdoor gear? If yes, plea...



INTERVIEWS - UCLA ORGS

1. Sent a list of questions to UCLA organizations → response from Outdoor Adventure Club
2. They don't rent/organize outdoor gear, they have some and members are able to borrow for club activities.
3. Don't partner with any other orgs for gear rental, but often partner up with other student clubs.
4. Don't provide members with additional resources
 - a. Have members sign a waiver when necessary



FIELDWORK

● UCLA Rec/John Wooden Center

Rental Center

The Rental Center is currently closed until further notice. Rentals are not available while closed. This webpage will be updated with the planned reopening date and hours of operation as soon as that information is available.

The Outdoor Adventures Rental Center offers a variety of outdoor equipment available for Members of UCLA Recreation to rent. For our selection of gear and prices, please see our [pricing sheet](#).

The Rental Center is located in the northwestern corner of the Wooden Center. During business hours, it may be accessed via the main entrance to the Wooden Center.

2131 John Wooden Center
Los Angeles, CA 90095

310.206.7219

Hours

TEMPORARILY CLOSED UNTIL
FURTHER NOTICE

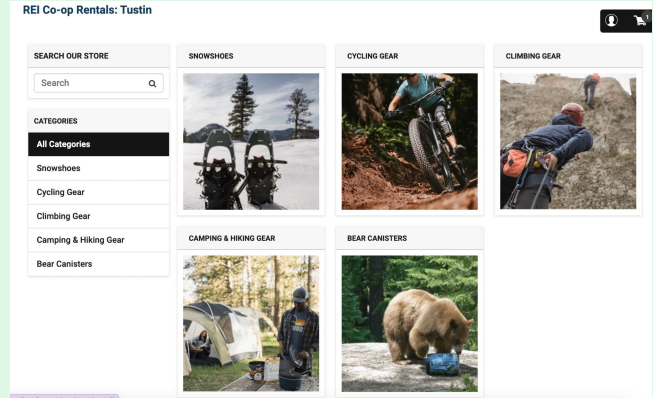
Location

Northwestern corner of the Wooden
Center

Equipment (listed alphabetically)	Equipment notes	Rental Fees				Replacement Cost for Destroyed/ Stolen/Lost Equipment
		1-4 days (e.g., Friday to Tuesday)	5-8 days (e.g., Thursday to Friday)	Break*		
Backpack	70-85 liters	\$20	\$28	\$44		\$350
Bear Can	3-gallon bin to keep food from wildlife	\$5	\$7	\$11		\$100
Cookset	Pot, skillet/lid, spatula, spoon, hot pad, cutting board	\$10	\$14	\$22		\$80
Cooler	33 quart	\$10	\$14	\$22		\$60
Ground Pad	Required in addition to sleeping bag for maximum warmth	\$8	\$11	\$18		\$60
Headlamp	Batteries *not* included; three AAAs required	\$8	\$11	\$18		\$40
Kettle	1 quart	\$8	\$11	\$18		\$40
Sleeping Bag (0°)	Mummy shape, warmest	\$18	\$25	\$40		\$150
Sleeping Bag (20°)	Mummy shape, warm	\$18	\$25	\$40		\$150
Snowshoes	MSR Evo	\$15	\$21	\$33		\$150
Tarp	Water resistant or water proof	\$8	\$11	\$18		\$20
Tent (2 person)	ALPS Lynx 2	\$15	\$21	\$33		\$160

● REI

a. Closest one available for rentals is in
Tustin



CONCLUSION

1. Many students are actively engaged in outdoor activities through existing UCLA outdoor interest clubs and groups
2. Most clubs lack centralized apps for finding outdoor activity partners or renting gear, or only allow access to club members
3. Some clubs partner with others to support each other's outdoor activities
4. Most direct way to engage UCLA undergrads with outdoor recreational activities = provide access to groups and communities to do these activities with
5. Moving forward -> **focusing on finding & building groups to engage in outdoor activities with**
 - a. Since both UCLA Recreation and REI Santa Monica are unavailable for rentals & most students were unwilling to rent out their own equipment
 - b. Makes our process more consistent when addressing design problems and corresponding solutions in the future



COMPETITOR ANALYSIS

In order to better understand the landscape of our project and strategize our approach to solving the problem of engaging UCLA students with the outdoors, we analyzed the strengths and weaknesses of several competitors.

COMPETITOR ANALYSIS: *Meetup*

Social media platform that allows users to find and join groups related to their personal interests, as well as host events and activities.

Pros:

- Easy to find events, groups, interests
 - Filtered by location, distance, and category
- Social groups, career groups, and creative groups
- User reviews and ratings for events

Cons:

- Membership fees to organize events and create groups
- Organizers play the most important role in a group, without organizers the group falls apart
- Inconsistencies in event attendance

COMPETITOR ANALYSIS: AllTrails

Mobile app used for trail maps, including crowdsourced images, reviews, and difficulty ratings.

Pros:

- Huge database of trails, makes it easy for beginners to find a manageable trail
- Detailed data about trails (elevation, difficulty, distance, routes, reviews)
- Users can create custom trails for their own adventures

Cons:

- Limited to Hiking
- Lack Gear Rentals
- Advanced features (i.e. offline maps) require a subscription
- The platform's trail database may have limitations in terms of global/ local coverage.

COMPETITOR ANALYSIS: iNaturalist

It's a platform in the naturalist and outdoor recreation space. It offers online community for outdoor enthusiasts, focusing on environmental education and fostering a love for nature.

Pros:

- Facilitates connections and group formation for outdoor enthusiasts.
- Their Education Hub offers extensive resources on nature and sustainability.
- Provides access to outdoor equipment through a network of providers.

Cons:

- May not cater specifically to UCLA or Southern California.
- Potential for misclassification since it relies on user-generated content
- Must be connected to internet to access core features (may not be practical when out in nature)

COMPETITOR ANALYSIS: outdoor project

This platform offers information on outdoor activities and destinations. It provides details about outdoor adventures, such as hiking, biking, climbing.

Pros:

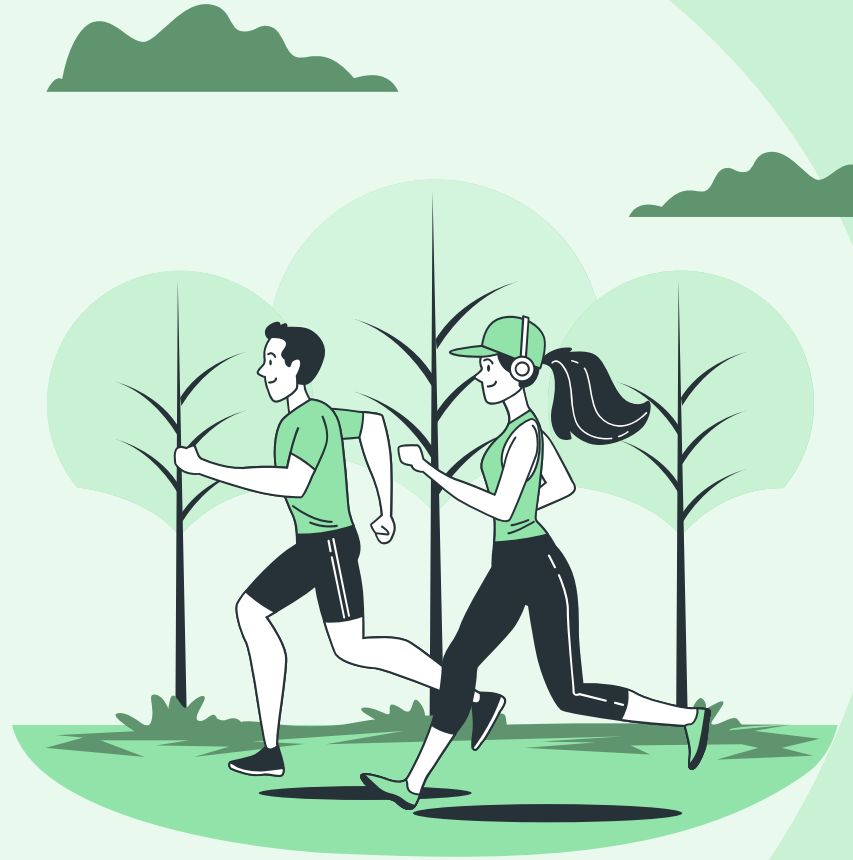
- Provides information and guides for a wide range of outdoor activities.
- Contains User-Generated Content, it allows users to contribute their own adventure reports, photos, and recommendations.
- Includes maps and navigation tools for trip planning and on-trail use.
- Offers a user-friendly app for convenient access to outdoor information.

Cons

- It may not have specific features catering to a single campus (club, campus popup events) such as UCLA or a highly localized user base.
- May Not Include Gear Rentals: The platform might not address the gear rental needs of students.
- Existing Rental facilities in UCLA.

UNDERSTANDING THE USER

To help with design decisions in the future, we have defined our average users and their current experience journey.



USER PERSONAS

Bianca Rodriguez



AGE 19
EDUCATION Second-year
Mathematics major at
UCLA
OCCUPATION Barista at local cafe
TECH LITERACY High

Characteristics

Introvert Adventurous
Eco-conscious Planner

Bio

Bianca is a second-year undergraduate student at UCLA who is passionate about the outdoors and sustainable living. Some of her hobbies include hiking, reading, camping, and going to concerts. She enjoys all outdoor activities and frequently plans solo backpacking and camping trips in the local area.

Core needs

- Find a community who share her passion for the outdoors to go on trips with
- Organize groups and help others learn to appreciate the outdoors
- An app that fits her busy schedule, with an intuitive interface that allows her to find, create, and join groups easily

Frustrations

- Current platforms don't support community building, especially within her age demographic
- Difficulty staying committed to on-campus organizations due to her busy schedule
- Groups she is a part of on other platforms (Facebook Groups) are too big, making it hard for her to form meaningful connections

Cameron Chang



AGE 20
EDUCATION Third-year
Psychology major at
UCLA
OCCUPATION Unemployed
TECH LITERACY High

Characteristics

Extrovert Energetic
Beginner Easy-going

Bio

Cameron is a third-year undergraduate student at UCLA who is extremely extroverted and enjoys meeting new people. He is a part of numerous on-campus organizations, and spends most of his time hanging out with his friends. He was recently introduced to rock climbing through a friend, and is looking to find other beginners to rock climb with.

Core needs

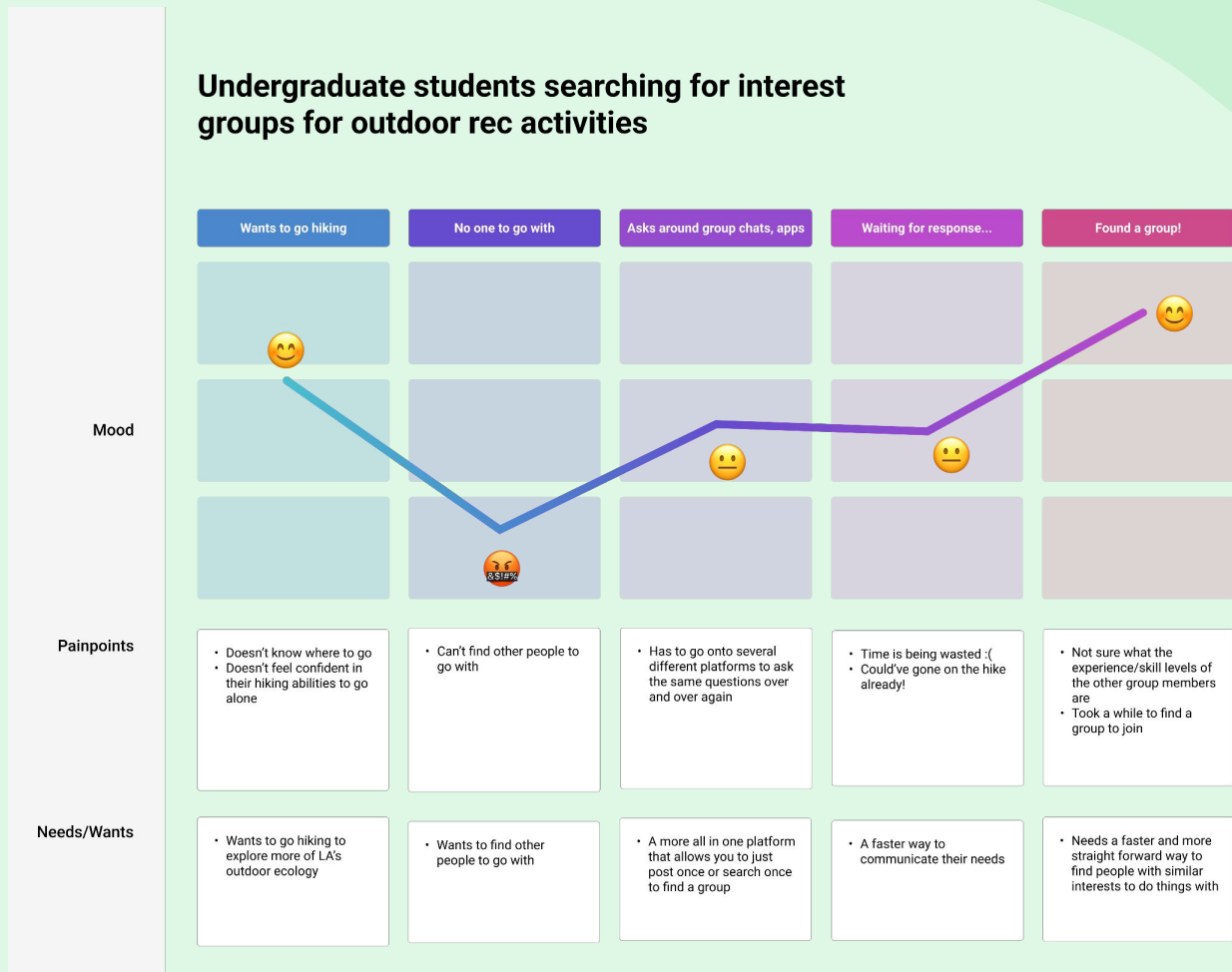
- Find a group of students who have a similar experience level.
- The ability to connect with a wide network of students, who can provide tips or help him along his journey.
- Join and form groups, and be able to easily refer friends to the platform and join groups together

Frustrations

- Wants to enjoy outdoor activities as a hobby, joining a club feels too high-commitment
- Hard to find groups on social media for niche activities like rock climbing
- Wants to explore other outdoor activities in a group setting

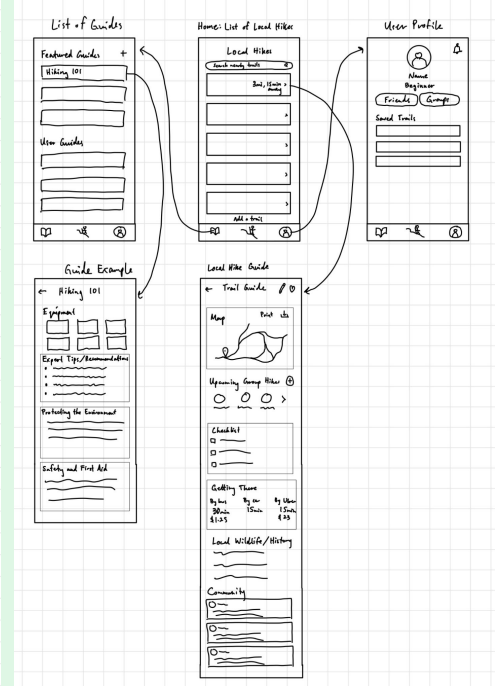
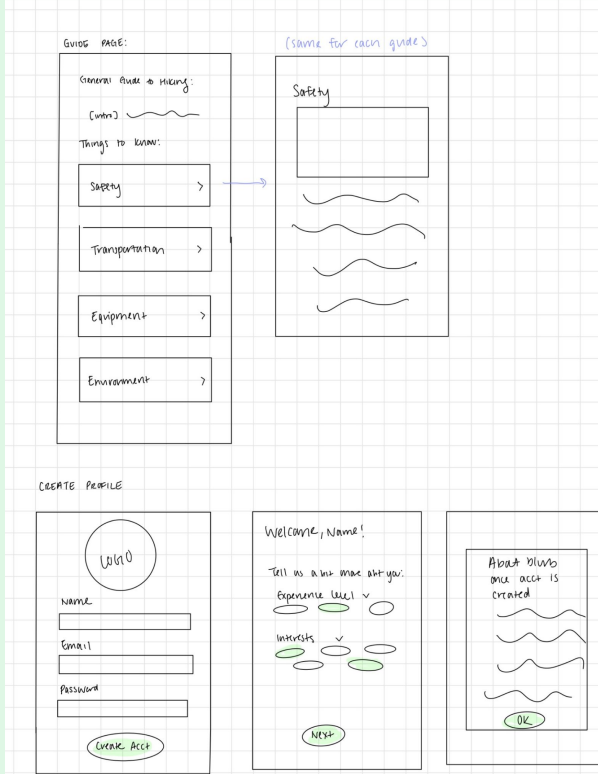
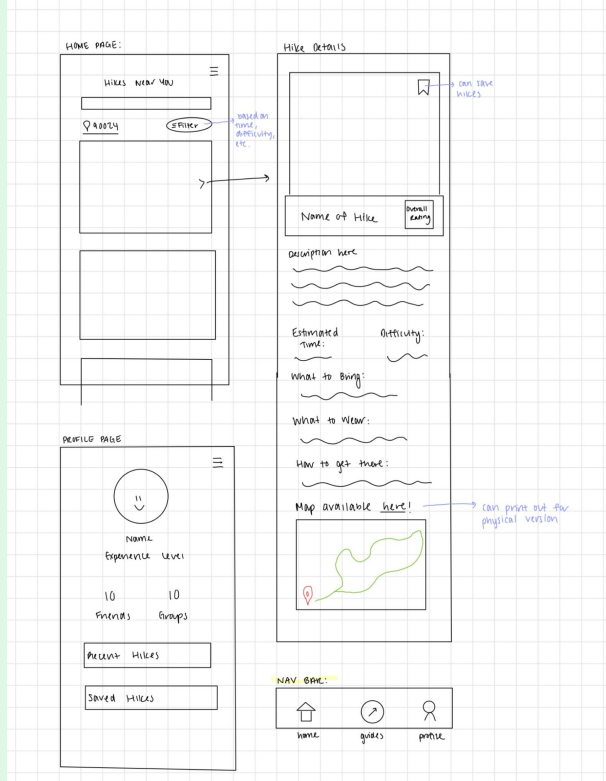
USER JOURNEY

Undergraduate students searching for interest groups for outdoor rec activities



Figma file [here](#).

INITIAL SKETCHES



INFORMATION ARCHITECTURE & PROTOTYPE



CONTENT

Homepage:

- Displays local hikes which users can filter out, organize based on features
 - Duration, elevation, popularity, etc.

User profile:

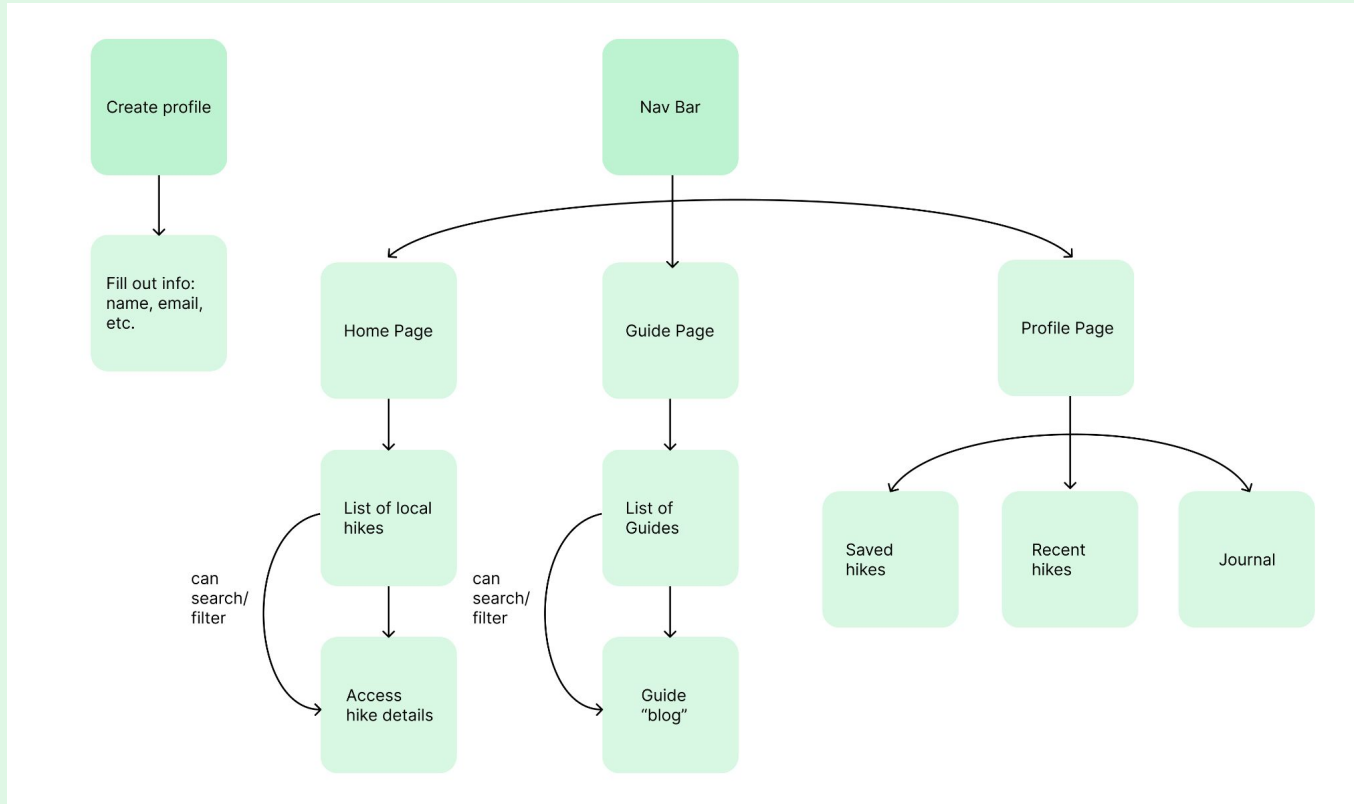
- Displays the user's saved hikes, journal, experience level, and completed hikes

Guides:

- Provide information on topics such as safety, equipment, transportation, etc.



NAVIGATION



USABILITY TESTING

Step 1: Recruitment: 3-5 participants who match the following criteria.

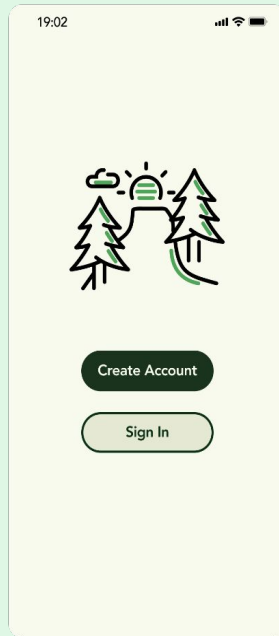
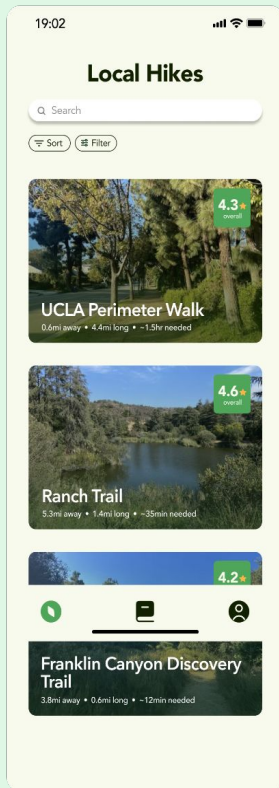
- UCLA undergraduates
- Diverse in hiking experience
- Diverse in tech literacy
- Diverse in outdoor interest

Step 2: One on one testings: mimic a real user interaction, receive feedback from participants.

Step 3: Conduct data analysis: identify common pain points/usability issues for future iterations.



PROTOTYPE



USABILITY TESTING & EVALUATIONS



INTERVIEW PROTOCOL

General Questions Part 1

1. How do you typically discover new hiking trails or locations to explore?
2. Have you ever previously used an app or website to learn about hiking or find hiking trails? If so, which ones?
3. Would an app that contains detailed hiking guides and general beginner hiking tips motivate you to start hiking?

User Tasks

- Go through sign-up flow
- Click and explore hikes on home page
 - Scroll through hike guides
- Click and explore guides
 - Scroll through specific guides
- View profile page

Hikes Feature Questions

- What are your thoughts on how the information is laid out in the detailed hike guide? Is there anything you would change?
- Is there any information you think is missing or is unnecessary?

Guides Feature Questions

- What are your thoughts on how the information is laid out in the detailed hike guide? Is there anything you would change?
- Is there any information you think is missing or is unnecessary?

Profile Feature Questions

- How do you feel about how the information is laid out in the profiles page?
- Is there anything you would change or add/take away?

General Questions Part 2

1. How difficult did you think it was to navigate the app?
2. How likely are you to use this app to learn about hiking or find hiking trails?
3. How well do you think this app caters to beginner hikers?
4. How do you feel about the visual design and overall aesthetics of the app? Does it contribute to a positive user experience?
5. Do you have any other feedback for us?

FINDINGS

General Questions Part 1

- Students typically use Google to discover new hiking trails & locations to explore
 - Other sources used: Tiktok, Youtube, Apple Maps, friends
- Most students have not used an app or website to learn about hiking or find hiking trails
- Whether students will be motivated to start hiking seems to depend on their level of interest in hiking in the first place

Hikes Feature Questions

- Most students thought the layout of information was clear and appealing
 - Liked: nature-y aesthetic & layout, symbols & logos, introduction info, minimalistic style, rating system
 - Disliked: Lack of info on parking & safety warnings, sorting system is unclear, dense text
- Students suggested various features/info that could be added
 - E.g. review system, safety info, estimated time for one way vs whole duration

FINDINGS

Guides Feature Questions

- Most students thought that the guides were too wordy and suggested we make the text shorter & more straightforward
 - Adding more images & changing icons were also suggested
- Students generally thought there wasn't any missing or unnecessary info overall
 - One student thought the sort & filter option wasn't necessary for this section

Profile Feature Questions

- Most students suggested making some changes to the journal option
 - E.g. changing its display name, combining it with the completed trails section
- Most students didn't think there wasn't any missing or unnecessary info overall
 - Task bar & login as guest feature was suggested

FINDINGS

General Questions Part 2

- Students thought that it was easy to navigate the app
- Students reported that they were generally likely to use the app to learn about hiking/find hiking trails
- Students thought that the app catered well to beginner hikers
- Students liked the visual design and overall aesthetics of the app
 - Liked the color scheme & layout of text
- Other feedback given: make profile picture a face, make typography more consistent

DESIGN REVIEW - HIKES PAGE

- Add wildlife warnings (bears, snakes, poison ivy, etc.)
 - Make it easy for users to report sightings of wildlife
- Indicate whether the temperature is suitable for hiking
 - Maybe also suggest user to bring layers if really cold or wear sweat-proof clothes if really hot
- What to bring section might be redundant, since most of the information is the same for all hikes

DESIGN REVIEW - GUIDES PAGE

- Make the guides less text heavy, add images or short videos to break up the information
- Descriptions for each guide should be short and sweet- gets to the point for users to click on

DESIGN REVIEW - PROFILE PAGE

- Combine journal section with completed hikes section
 - Allow users to optionally add a journal entry to a completed hike, in which they can put notes about the hike or images they took along the trail
 - Journal entries can be made public so other users can read about first-hand experiences of other hikers