

Assignment 4a

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Research Techniques & Process: Lit Review

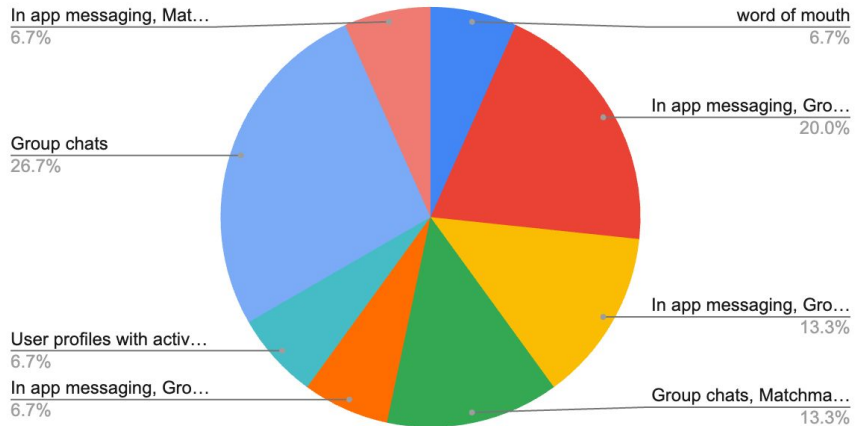
- Successful Community Building Using Social Media Platforms
 - Need low barrier of entry for new members
 - Important to find new ways to engage users
 - Must have several moderators to help monitor user engagement
- Beyond “Because It’s There”
 - 3 main factors of motivation = social, sensation-seeking, self-image
 - Social factor = strongest predictor of group membership
- Creating Access to Outdoor Gear in Your Community
 - Ways to access gear = gear libraries, rental and lease options, gear collectives, donations
 - Important factors = storage, maintenance, gear repair, sustainability

Research Techniques & Process: Interviews

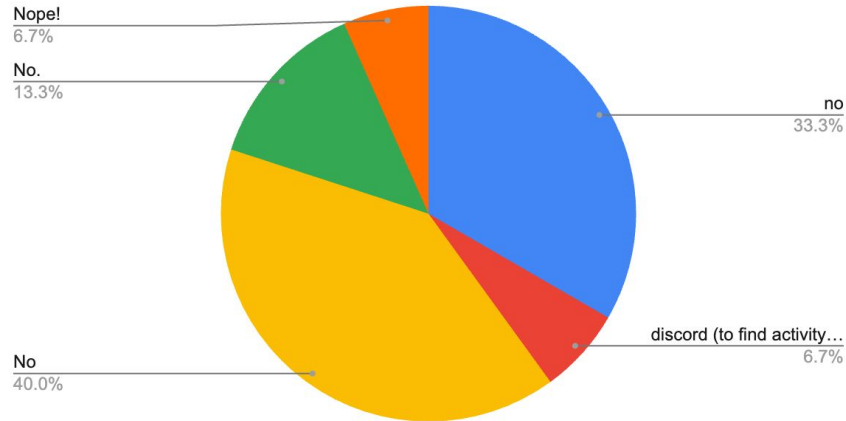
- Sent a Google survey out to UCLA undergraduates
- A majority of our respondents engage in outdoor activity ranging from either a couple times a week to once a month
- Never used an app or platform for finding outdoor activity partners or renting outdoor gear
- 80% of our interviewees communicate through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

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...



Research Techniques & Process: Fieldwork

- UCLA Rec/John Wooden Center
 - Most convenient, on campus
 - Can learn how UCLA students rent gear/find peers to engage in recreational activities with
- REI
 - Near campus → another option for students
 - Gives us a more basic and general understanding of how gear rental works



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: Meetup, AllTrails, iNaturalist, and Outdoor Project.

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.