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## Study Details

#### **WHY**

- To understand the mindset of Outdoor Adventurers.
- To learn their attitude towards guided Outdoor Adventure (OA) trips.
- To learn their processes of booking guides.

#### **WHERE**

- Survey was sent to our friends as well as the student network at General Assembly
- User Interviews were taken place at participants' homes or at General Assembly Campus

#### WHEN

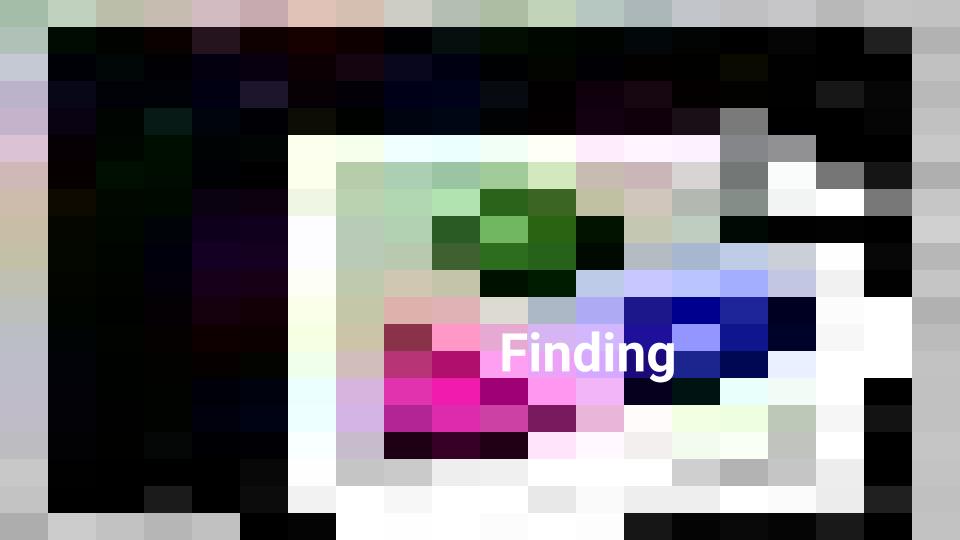
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#### **WHO**

6 persons who have participated in 3-5
 Outdoor Activities in the past year.

#### **WHAT**

6 User Interviews; 60 mins/participants



# Participants

Demographic	Occupation	# of OA in the past year	Have hired a guide?	Type of Activity(ies) participated
M, 31 - 40	Freelance Software Engineer	20 - 24 times	Y	Backcountry skiing; Rock Climbing; Skiing
M, 31 - 40	Freelance Software Engineer	30 - 34 times	Υ	Mountaineering; Rock Climbing
M, 21 - 30	Designer	10 - 14 times	N	Surfing; Hiking; SUP Yoga
M, 21 - 30	Designer	10 - 14 times	N	Hiking
F, 21 - 30	Sales	15 - 20 times	Υ	Surfing; Kayaking
M, 41 - 50	Mechanical Turk	10 - 14 times	Υ	Flyfishing

# PERCEPTION OF GUIDES

# Perception of Guides

# Guides have deeper knowledge of the activity & techniques

- "Only the expert would know the snow and wind conditions at the place I want to go ski."
- "I definitely need a guide to do a sport that I cannot do on my own."

#### 2. Guides are expensive

- "I have never thought about hiring a guide because they seem to be expensive."
- "Hmm..I've never used a guide before. I guess if I do, I would first like to know the cost!"

# Perception of Guides

#### 3. "Guides are tour guides!"

- "I would question my ability if I needed a guide!"
- "If I do Outdoor stuff, I would enjoy more with just a group of my close friends, not somebody random!"

Motivation For Outdoor Adventuring

## Motivation for Outdoor Adventuring

#### 4. More adventurous people seek the thrill of risks

"I love that adrenaline rush that comes with Outdoor Climbing. Fear is healthy!"

# 5. Less experienced people want to push their comfort zone

- "I like to challenge myself by doing something I've never done before. In my case it's surfing.
- "I like the feeling that I am improving each time I am doing!"

## Motivation for Outdoor Adventuring

### 4. People want to look "cool".

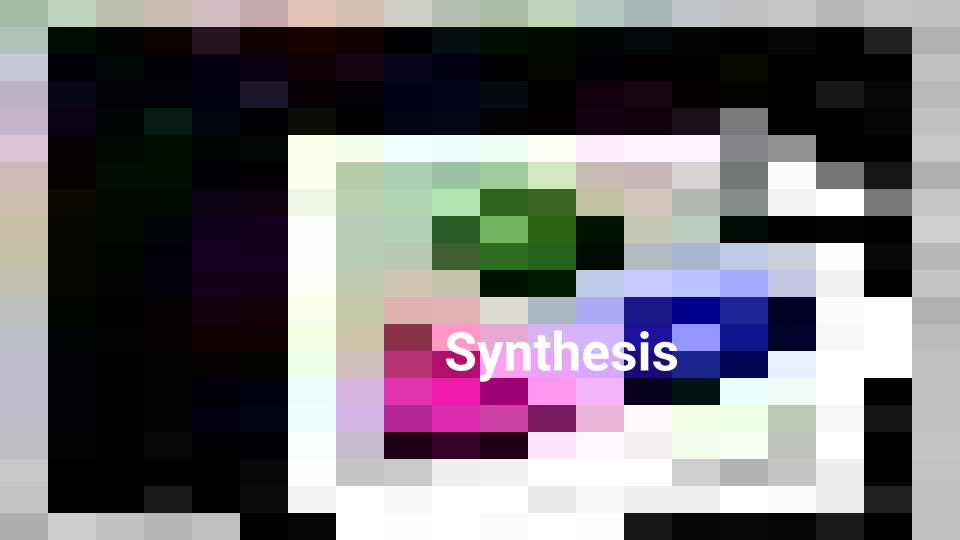
- "I like to cool tricks with my surfboard to impress girls!"
- "I enjoy sharing all my adventures on Social Media!"

Deciding factors for doing an activity

# Before they book an OA adventure guide.

### 5. Factors that are deemed most important

- Price
- Safety
- Reviews from others
- How to prepare (gear lists)
- Location information
- Information about the guide (preference for knowing particular person when possible)



# **PERSONAS**

# JUNIE LEE

Junie is a 26 year old Marketing Coordinator living in Seattle. She's a spontaneous & free spirited young woman who often spends her free time traveling and uncovering new local hiking trails with her friends & family.

#### Goals

- Live life beyond the cubicle
- Push herself out of her comfort zone
- Share adventures with friends as bonding experiences

#### Pain Points

- Overwhelmed by choice & having to gather details from multiple websites
- · Not feeling inspired
- Lack of price transparency

#### How Outsoul can help her

Help her discover safe & affordable adventures she hasn't tried before
Provide her with a lot of detail about a trip to help her make a decision
Allow her to read about other users' experiences on trips
Provide her a clear idea of the value in a trip & what is included in the price

"I crave nothing more than to chase the open sky... with a bit of tequila, of course."



# KEN AVERY

"I'm fairly confident I can handle just about anything that comes my way...bring it!"



Ken is a 34 year old freelance Software Developer living just outside of Seattle. A self-proclaimed adrenaline junkie, Ken enjoys tackling new activities and hobbies so that he may master them...no matter how potentially dangerous they are.

#### Goals

- Master new, challenging skills
- Learn from other experienced adventurers
- Explore uncharted territory

#### **Pain Points**

- Wasting time on activities that aren't challenging
- · Not having access to restricted areas
- Being the most experienced person on a trip

#### How Outsoul can help him

Allow him to discover new challenging adventures with highly experienced guides Help him find guides who have permits to areas that are otherwise inaccessible Provide him with suggestions to trips he's never been on before

# Journey Map

