

## **MIS 541 Section 2 Group 6 ICA 09**

### **1. What is your product?**

The Easy Adventure App is a mobile application designed to provide outdoor enthusiasts with a curated and unforgettable outdoor experience. It offers a one-stop solution for discovering a wide range of outdoor adventures in Arizona, including hiking, biking, camping, and more. Users can explore carefully curated itineraries, receive expert recommendations, and connect with a community of like-minded adventure enthusiasts. The app aims to make it easier for users to plan, share, and embark on thrilling outdoor adventures, whether they are students studying in Arizona universities or dedicated outdoor enthusiasts.

### **2. What is the possible pivot you are considering?**

One possible pivot for the Easy Adventure App could involve integrating a marketplace feature. In addition to providing curated outdoor adventure experiences, the app could allow users to buy, sell, or rent outdoor gear and equipment. This pivot could transform the app into a comprehensive platform for outdoor enthusiasts, not only for planning adventures but also for acquiring the necessary equipment. Users could list items they no longer need or rent equipment for specific adventures, creating a peer-to-peer marketplace within the app.

### **3. Why is this a possible way forward?**

Introducing a marketplace feature would enhance the value proposition of the Easy Adventure App by offering users a convenient way to access or dispose of outdoor equipment. This pivot aligns with the app's mission to be a one-stop solution for outdoor enthusiasts, addressing not only the experience itself but also the tools needed for outdoor adventures. It opens additional revenue streams through transaction fees or commissions on equipment sales and rentals. Furthermore, it can foster a stronger sense of community as users interact not just to plan adventures but also to exchange or share outdoor gear, creating a more robust and engaging platform.