**Analysis**

For our respondents’ photography skills, on a scale of 1 to 5, we found that 50% of our respondents gave their photography skills a score of 3, while the scores lesser and greater than 3 were split into a total of 25% each. Furthermore, around 98% of our respondents responded that they use smartphones for their photography, with the rest of respondents responding that they use professional cameras or do not partake in photography activities. From this analysis, we can conclude that most of our respondents are amateur photographers who usually take pictures using smartphones, with only a small minority being experienced with professional photography. Relating to our target age group, this is a sensible conclusion as most students won’t be experienced with professional photography unless it was their hobby or profession. Additionally, some may be able to afford expensive equipment and rely on their smartphones for photography.

For the analysis of the photography app features, we will mostly look at the people who scored themselves a score above 3 since they are our target audience for photography features. Out of a total of 80 respondents included in the group mentioned above, 67 responded with a score of 3 or above when asked if they would stop and take photos while on a hike. This shows that there is a positive relationship between respondent’s photography skills and the frequency of taking photos on a hike, so this target group is suitable for our photography features. When asked if the respondents were interested in hiking photography tips and tutorials and photo spot recommendations, 64 and 77 responded with a score 3 or above respectively. Surprisingly, for the respondents who score themselves 1 or 2 for their photography skills responded favourably regarding the best photo spot recommendations, with 22 out of 32 responding with a score of 3 or above. Through this analysis, we can conclude that the respondents who have more interest in photography are more keen to improve on their skills with the tips and tutorials. In comparison, all respondents in general are very keen on knowing the best photo spot locations. This may be because they still want to enjoy the nice views of nature despite lacking in photography skills or they want the help of others to take some photos of themselves.











