Target user group

* **Casual hiker**
  + **Lives in Malaysia**
  + **Young adult - adult age group**
  + **People looking to take photos on hikes (casual/experienced) - Hiking Photography**
* Why?
  + Create a hiking photography community within Malaysia so that hikers can share
  + Create a information on hiking photography - when and where to hike to take pictures, how to take pictures
  + Help people take better hiking photographs
* Other types of casual hikers that can use the map - let them be interested in photography
  + Social hikers (students, communities, families)
  + Hobby centric hiker - mushroom gatherers, bird watchers, photographers
* Experienced hiker (can use as well but not main target group) (when they are trying to hike somewhere new)
* Beginner/inexperienced hikers (do not hike often/at all)
* Social/community hikers (hike sometimes, usually with groups)
* Loves photography (likes to take picture during hike)
* Interact with social media (likes to share photos, like to interact on social media)
* Loves nature (likes to feeling of nature, looking at flora and fauna)

Our target user is casual hikers, who live in Malaysia, ranging from young adult (above 18) to adult age. They typically like to take photos on hikes and socialise with other hikers. They can be experienced or casual photographers, as long as they are interested in capturing photos of nature and landscapes during their hikes. By knowing their special interest in photography, we can create a hiking photography community within Malaysia so that the hikers can share their hiking experiences with other hikers, and connect with different hikers. Aside from that, we can provide information on hiking photography in our app, so that the hikers know when and where to hike, how they can take high-quality pictures while hiking, and the recommended photography equipment as well as durable hiking gear, for example they may be more interested in products that are lightweight and easy to carry on hiking trips. Of course, they might also want to know the detailed information about the hiking trail to help them in hiking.

Area

* Malaysia

Features of the app

App selling hiking materials?

* Hiking shoes
* Hiking stick
* Water bottle
* Bag
* Lens
* Gps tracker

Maps/route

* Guidance for hikers to trace their paths into/out of the hiking area
* As checkpoints for hikers
* Option 1: Offline map (if they don’t want to use their mobile data)
* Option 2: GPS tracking map

Pre-planning information

* Time to go
* How long does it take to hike
* Weather on that day
* What to bring/not to bring when going to extreme routes
* Difficulties of hiking routes
  + Allow beginner hikers to choose a suitable hiking path
  + Allow expert hikers to choose a more challenging route

Compass

* For general guidance

Community features

* To interact with other hikers
* To share their pictures/videos to other hikers
* Allow hikers to upload photos at certain parts of the maps (where hikers can view the uploaded pictures by clicking on certain parts of the map)
* To share hiking routes
* Creating user profiles

Access to the camera

* Allow hikers to take photos/videos when using the app

Rewards system

* Collecting points to purchase in-app profile customizations

Precaution steps

* What can do & what cannot do during hiking
* What needs to be considerate while hiking
* If something happen, who to approach (e.g. emergency contact information)
* For safety sake, especially for those experiencing injuries from hiking before

Tips & Advice

* how to get the best photos with the equipment the persona has
* recommendations on affordable gear upgrades
* Access to Restrooms: Female hikers may have a greater need for restroom facilities, especially during their menstrual cycle. The app could include information about the availability of restrooms, including those that are equipped with feminine hygiene products

Questionaire

* Age group

**Requirements**

1. Allow users to find hiking trails based on their needs and preferences.

2. Allow users to navigate and track through the selected trail.

3. Allow users to add new trails to the app and share them with other users.

**4. <Additional> Allow users to get the pre-planning information before their hiking.**

**5. <Additional> Allow users to connect with different hikers with similar interests.**

**6. <Additional> Allow users to earn points for in-app profile customization**