TEAM TRAIL BLAZER

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Trail Mate
Design Specification

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1. Project Overview

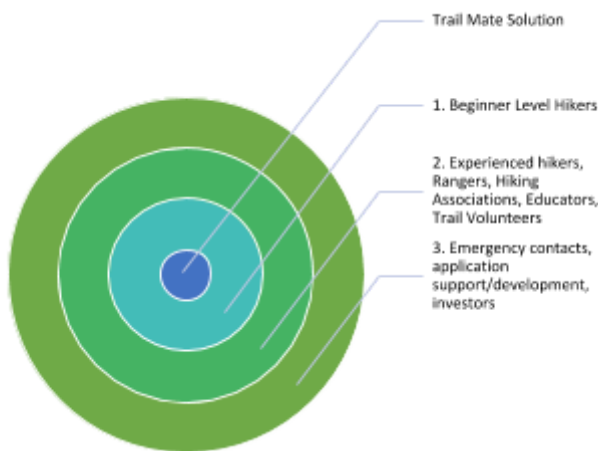**Design Question:** How can hiking be made safer through better preparation and real-time information?

Trail Mate is a mobile application that allows hikers to search trails, and search, create, modify, share and review gear lists. Our research showed that hikers of all level are mostly dependant on word-of-mouth to obtain reliable trail related information, and there is no current product that allows hikers to create or share trail specific gear lists with others. The purpose of this project is to ensure safety through better preparation by crowd-sourced information on list of things to carry for a particular trail.

2. Audience

The intended audience of this design specification is the Trail Mate app development team. The document is authored with the intention of answering any questions regarding the creation, design and functionality of the Trail Mate mobile application.

3. Target Users

Stakeholders

Trail Mate Solution

1. Beginner Level Hikers

2. Experienced hikers, Rangers, Hiking Associations, Educators, Trail Volunteers

3. Emergency contacts, application support/development, investors

1. **Primary Users:**   These are the group of users with the greatest interest in hiking and hiking safety. The group covers hikers with limited or no hiking experience.

2. **Secondary User:** These are the group of users who may be impacted directly or indirectly. The group covers hiking associations, experienced hikers, park rangers, land surveyors, volunteer trail maintenance groups and educators.

3. **Tertiary Users:** These are the external users who are impacted indirectly. The group covers, emergency contacts (family and friends), people who support the application (developers, maintenance, testing) and investors.

4. Scenarios

During our user research, we devised four personas for our design problem. They are respectively Jennifer Parker (The Beginner Hiker), Devin Morris (The Intermediate Hiker), Ellen Rucker (The Advanced Hiker), Alicia Hynes (The Spontaneous Hiker). For details about Personas please see Appendix.

The main user scenarios associated with the Trail Mate mobile application are (prioritized order):

1. User wishes to search an existing hiking gear list

2. User wishes to create a new gear list, based on either items stored in the database or by adding a new item to the existing database

3. User wishes to view

   3.1 a hiking gear list created by someone else

   3.2 User wishes to view their own hiking gear lists

4. User wishes to modify an item in one of their existing hiking gear lists by:

   4.1 adding an item to the list

   4.2 editing an existing item

   4.3 rearranging the order of an item

5. User wishes to delete one of their saved hiking gear list (entire list)

6. User wishes to save changes to a gear list

7. User wishes to share

   7.1 their saved hiking gear list

   7.2 a list created by someone else

8. User wishes to create a review of an existing hiking gear list

9. User wishes to rate a review of a hiking gear list based on helpfulness

5. Design Requirements

The Trail Mate mobile application functionality includes:

- Provide access to hiking gear lists associated with a specific trail
- Provide the ability to write a review of hiking gear list
- Provide the ability to rate a gear list review based on helpfulness
- Provide the ability create and save a hiking gear list
- Provide the ability to modify the contents of the saved hiking gear list
- Provide the ability to search for a hiking gear list
- Provide the ability to delete a hiking gear list
- Provide the ability to navigate the screens

6. Design Rationale

Why a solution to help hikers manage gear lists for specific trails?
Our research indicated two pain points hikers face early on in the hiking process. We decided to focus on helping hikers create gear lists for specific trails as a way to increase hiker safety on a trail. Our goal is to provide a quick and painless way for all hikers to find, create, save, and modify gear lists for the trails they plan to hike.

Why an iOS app?
We chose a mobile app because of the added benefit of the user's ability to access the gear list wherever they are provided they have their phone or tablet with them. We did not have a particular preference on mobile platform and chose to focus solely on iOS because of its wide adoption and to simplify development.

Why the green and orange color palette?
Our research determined these colors are often associated with hiking and nature. Earthy colors seem to be a trend in hiking products.

Why provide the ability to read, write, and rate gear list reviews?
The review functionality is crucial to providing users with the most relevant gear lists for a particular trail. Through reviews gear lists are self regulated through the user community by pushing gear lists providing more benefit to the top and those lacking towards the bottom. Reviews also provide valuable feedback pertaining to a gear list allowing modifications to be made to improve gear lists. Our hope is that this process will generate the most appropriate gear lists for a given trail thereby providing users with the most benefit.

Why provide the ability to create, save, and modify gear lists?
Trail Mate's primary function is to provide users with the ability to efficiently utilize gear lists tailored to specific hiking trails. Creating new gear lists allows users to start from scratch and customize as they see fit. Saving existing gear lists allows users to save time by building of gear lists created by other users. Gear lists can be modified at any time as a matter of user preference for example, as trail conditions change.

Why provide the ability to search for gear lists by trail name?
Trail Mate's primary function is to provide users with the ability to efficiently utilize gear lists tailored to specific hiking trails. As such, the most efficient way to find gear lists associated with a specific trail is to allow the user to search by trail name.

Why provide the ability to search for trails and view trail information?
Searching for trails and providing brief trail information profiles is a secondary feature providing users with the added convenience of being able to do some trail research prior to viewing and or creating gear lists for a specific trail.

7. Project Scope

The scope of this project is to design the Trail Mate mobile application.

In Scope

For the Trail Mate application we have constrained the project to include:

- The Apple iOS platform
- Search Trail process
- Search Existing Gear Lists process
- Create a new Gear List process
- Access lists using My Pack
- Option to share gear lists through email, text, Google drive, iCloud, Dropbox and Facebook
- Read and write review process
- Ability to modify an item in a saved gear list
- Ability to delete an entire gear list

Out of Scope

The following are referenced in the prototype but have not been an area of focus for this design project:

- Non-iOS platforms
- Registration/sign-up process
- Trail Mate account settings
- My Profile
- Sharing using gear lists through email, text, Google drive, iCloud, Dropbox and Facebook
- Connecting with other users through the Trail Mate app
- Database to store items on gear lists and all backend features
- Help content and support access

8. High Level Process Flow

8.1 Site Map
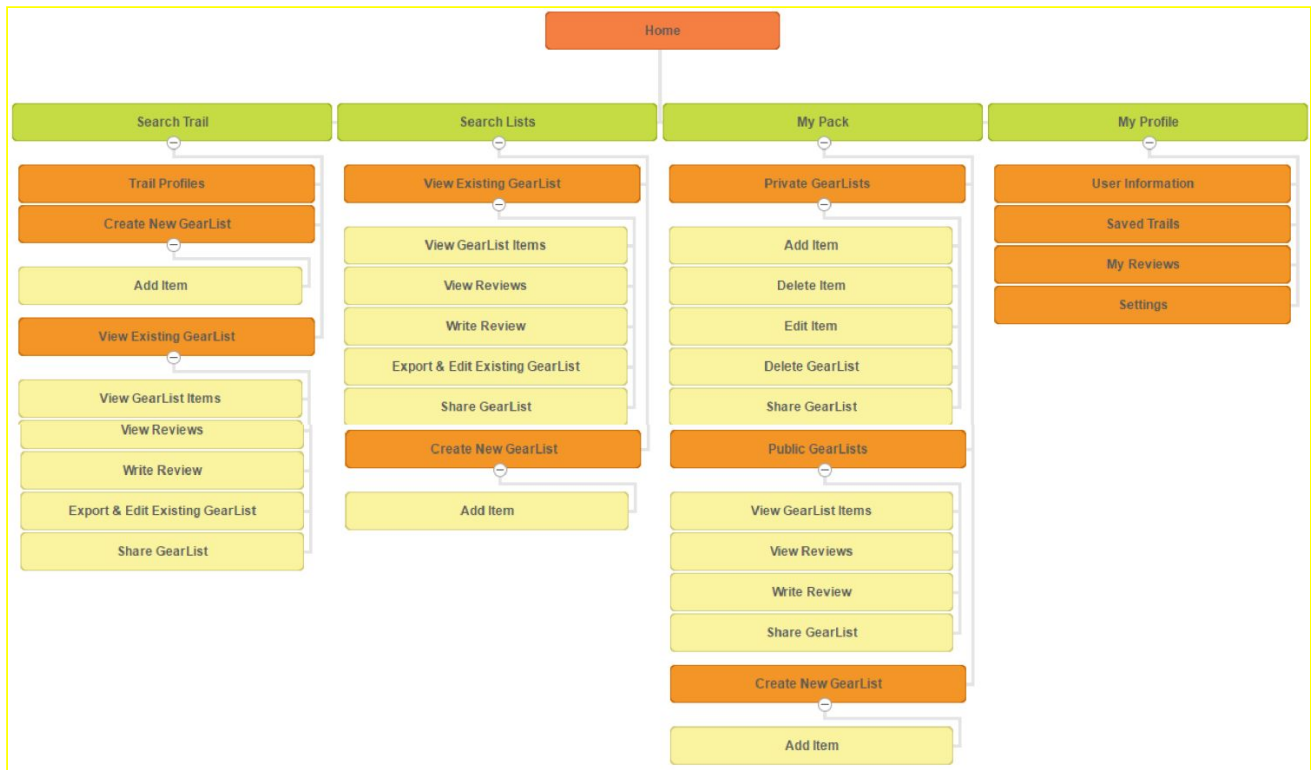
8.2 Tasks & User Flows

Task 1: Search for existing gear list, save and share

Scenario

You are going hiking at Heritage Trail next week with Tom. You want to find out what type of gear you both will need. You search for a gear list associated with Heritage Trail. You find one and save it to your Pack, then you share the list with Tom via email.

Task

Search for existing gear lists associated with Heritage Trail. Select the list, save it to My Pack. Share it with Tom via email.

Task 2 - Add review

Scenario

You recently hiked the Heritage Trail using the "Winter Gear" list you saved among your packs in the Trail Mate app. You found the "Winter Gear" list to be extremely helpful, covering all your needs when on the trail. Being the kind of person who often leaves reviews you want to let others know how useful the "Winter Gear" list is. You select the "Winter Gear" list from your pack and add a new review. The list deserves a 5 star rating. You enter in "Fantastic List" for the review title and "I hiked this trail in the early morning. Weather was great. I used just about everything on this gear list. I don't usually use hiking sticks but they were on this list so I brought them. Thank goodness I did! Follow this list and you'll be good to go." and submit the review.

Task

Add a 5 star review to the "Winter Gear" list saved in your pack.
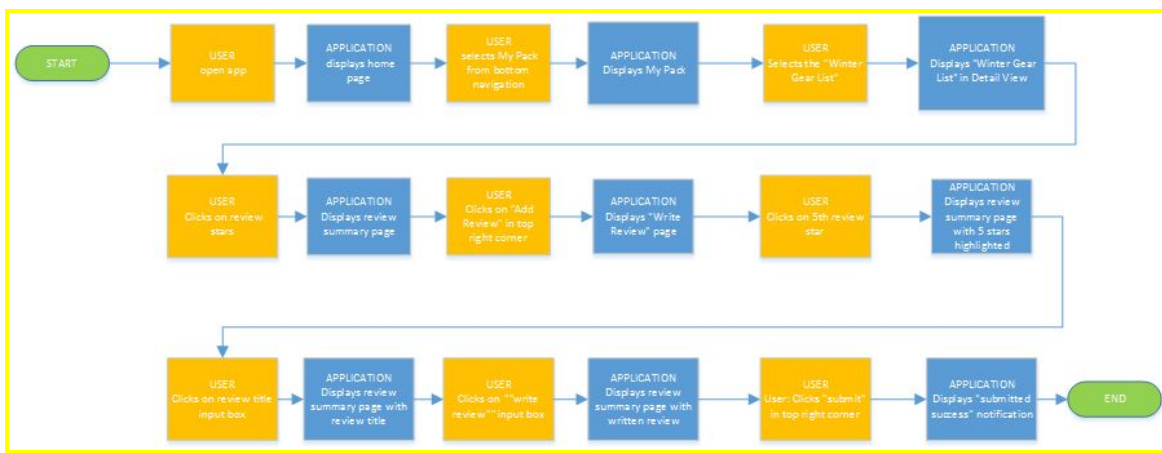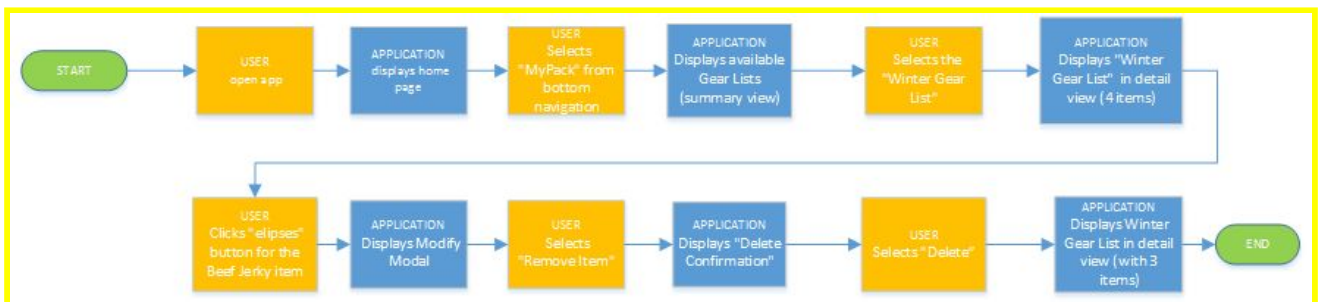
Task 3 - Delete item from list

Scenario

You are reviewing your Winter Gear List. You decide that you don't want to include food items in your list. You modify your Winter Gear list by deleting the beef jerky item.

Task

Delete the beef jerky item from your Winter Gear list
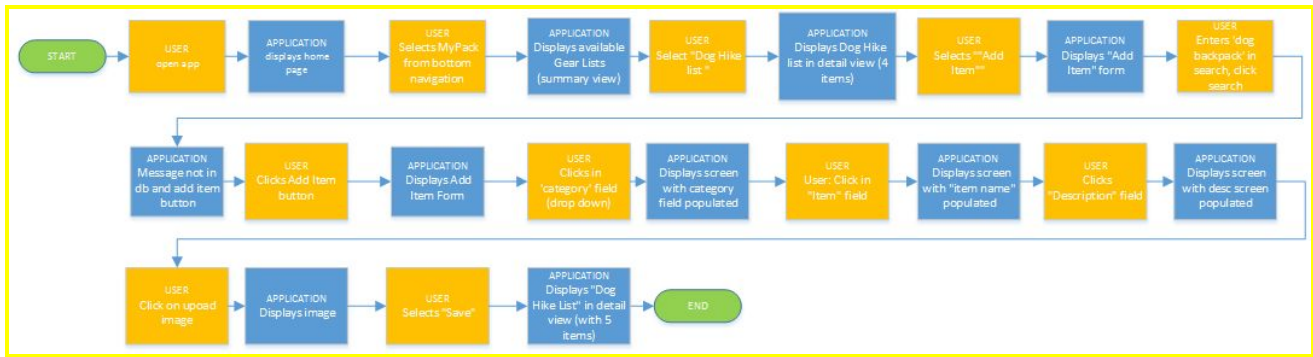
Task 4 - Add item to list

Scenario

You are reviewing your Dog Hike Gear List and you want to add a dog backpack to the list. You use the Add Item Form to create the new list item. You add the item and save it to your Dog Hike Gear List.

Task

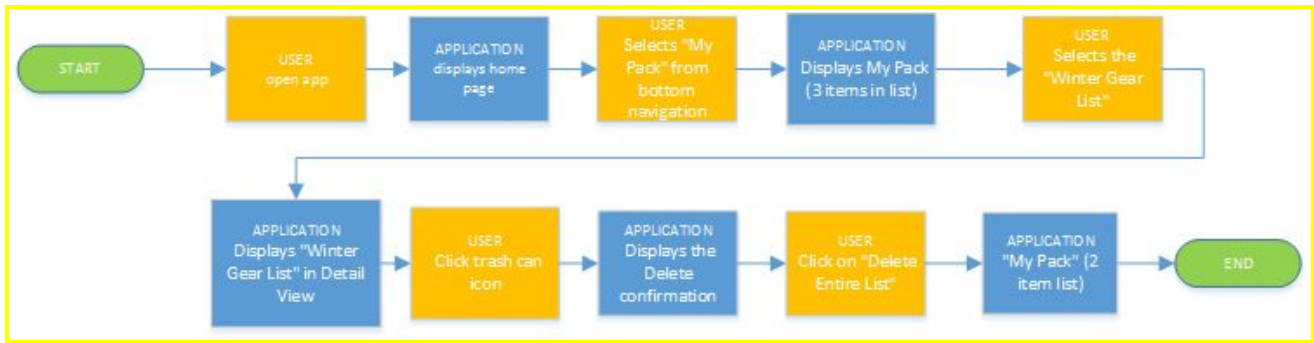Add "dog backpack" item to your Dog Hike Gear List.

Task 5 - Delete a gear list

Scenario

You are reviewing the gear lists in your Pack. You decide that you don't need your Winter Gear List for Heritage Trail. You delete the list.

Task

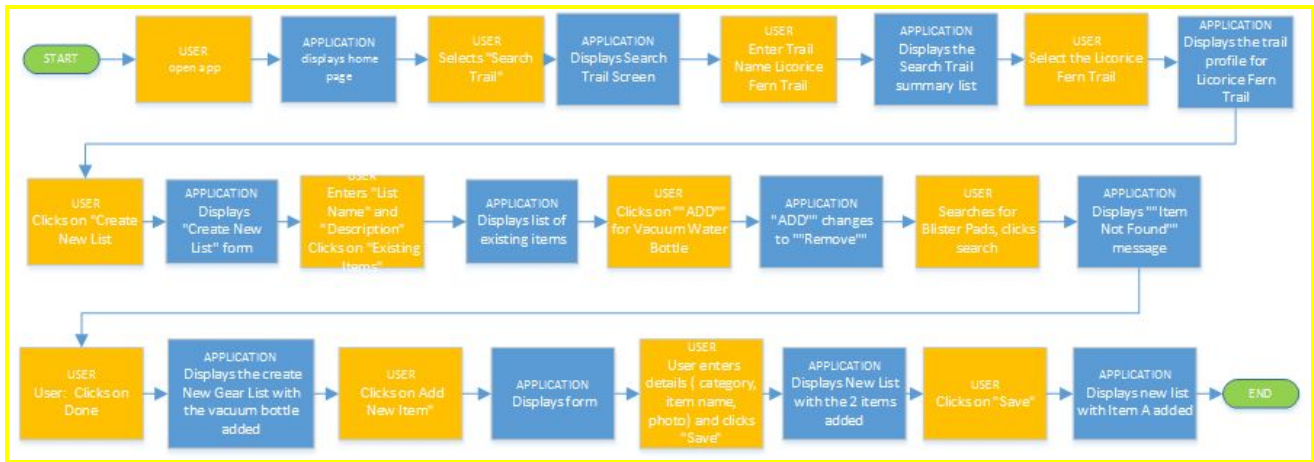Delete "Winter Gear List" from MyPack gear lists.

Task 6 - Create new list

Scenario

It's summer, you want to hike the Licorice Fern Trail. You want to create a Summer Gear List. You want to add Vaccum water bottle to the list. You search and find the water bottle and add them to the list.
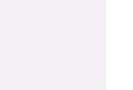
Task

Create new list titled Summer Gear List that contains a vacuum water bottle.

9. Style Guide

Blocks, Navigation, Buttons Colors

Swatch							
Color#	#009688	#C8E6C9	#F5F0F5	#AAAAAA	#FFA726	#FF7043	#4ac77a
RGB	0, 150, 136	200, 230, 201	245, 240, 245	170, 170, 170	255, 167, 38	255, 112, 67	74, 199, 122
Use	Heading bars	Background	Search	Gear list block background	Navigation buttons Review stars	Navigation Button - active	Action buttons

Text Colors

Swatch				
Color#	#FFFFFF	#101010	#696e70	#AAAAAA
RGB	255, 255, 255	16, 16, 16	105, 110, 112	170, 170, 170
Use	Text for buttons and actions	Headings and Titles	Search	Gear list block background

Typography

Headline Text (14PT)

Sub Heading Text (12 PT)

Button Text (16pt)

Action Text (16PT)

Gear List Block Text (12pt)

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10. Screens and Interaction

10.1 Screen: Home Screen

This is the first screen that the users will see when they open the application. The user may navigate to the other pages by using the bottom navigation menu. If the user has previously saved gear lists, the application will display the most recent.

Ref No.	Element	Description
1	Home icon	
2	Screen Title	Title: Trail Mate
3	Image	Static image file name: img_TM_Home.png
4	Recently Viewed Gear Lists	Upon application, check for the most recent gear lists. If lists present: display up to 3 lists If no lists present: Display messages and backpack image. ● Message 1: "You have no recently viewed gear lists." ● Message 2: "Use the options below to find the best gear list for the trail you're interested in."
5	Navigation Bar	Search Trails Search Lists My Pack My Profile

5.1	Search Trails	Menu button On tap user is taken to the Search Trails Screen
5.2	Search Lists	Menu button On tap user is taken to the Search Lists screen
5.3	My Pack	Menu button On tap user is taken to the My Pack screen
5.4	My Profile	On tap user is taken to the My Profile Screen

10.2 Screen: Search Trails View

This view provides the user with the functions needed to search for trails by trail name. Results are displayed in list format and can be sorted by various attributes. The user can then select a trail to view more detailed information.

Ref No.	Element	Description
1	Screen Title	'Search Trails'
2	Search Button	Action Button icon: magnifying glass On tap search is performed if user has entered text into the Search Input, results are displayed below.
3	Search Input	Text Input Default text 'Enter Trail Name' On tap user is presented with keyboard for text input.
4	Sort Drop Down	Drop Down Menu Default sort is 'Relevance' On tap drop down menu expands allowing user to select sort methods 'Relevance', 'Difficulty', 'Distance' On method tap results list is displayed by selected method.
5	Results	0 if no results or no search has been conducted. Otherwise indicates number of results being shown and total number of

		results found.
6	Trail Details	Includes trail name, location, distance, duration, elevation gain, highest point, and image.
7	Trail Profile Link	Action Button icon: '>' On tap 'Trail Profile' page is displayed for selected trail.
8	Trail Rating	Trail rating displayed in 5 stars. Unused stars are gray
9	Navigation Bar	Action Buttons 'Search Trails' is highlighted and inactive. Remaining buttons display appropriate page on tap.
10	Back	Action Button icon: '<' On tap displays previous page

10.3 Screen: Trail Profile View

This view displays the trail details, including images, user ratings and characteristics of that trail. From this screen, the user can navigate to 'Create New Gear List' screen or the 'View Existing
Gear List' screen.
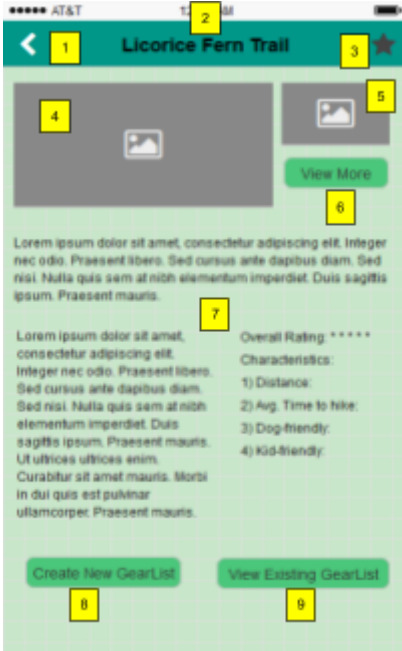
Ref No.	Element	Description
1	Back Icon	Action button Icon: '<' less than sign On tap returns the user to the prior screen
2	Screen Title	Title: Name on Trail
3	Star Icon	Action button Icon: star symbol On tap the viewed trail profile is saved to "My profile>Saved Trails".
4	Image	Image of trail
5	Image	Image of trail
6	View More	Action Button On tap the user can view all images associated with the trail.
7	Trail Description	Text Brief description of the trail,including overall rating and characteristics.
8	Create New Gear List	Action Button On tap user is taken to the (blank) 'Create New Gear List Screen'.

9	View Existing Gear List	Action Button On tap user is taken to the 'View Existing Gear List' screen

10.4 Screen: My Pack View

This view is displayed when the user selects "My Pack" from the home page. The view displays public and private lists that the user has saved and has an option to create a new list.

Functionality:

- The user may select a list to view the details of the selected list.
- Create List - This view is a launch point for creating a new list

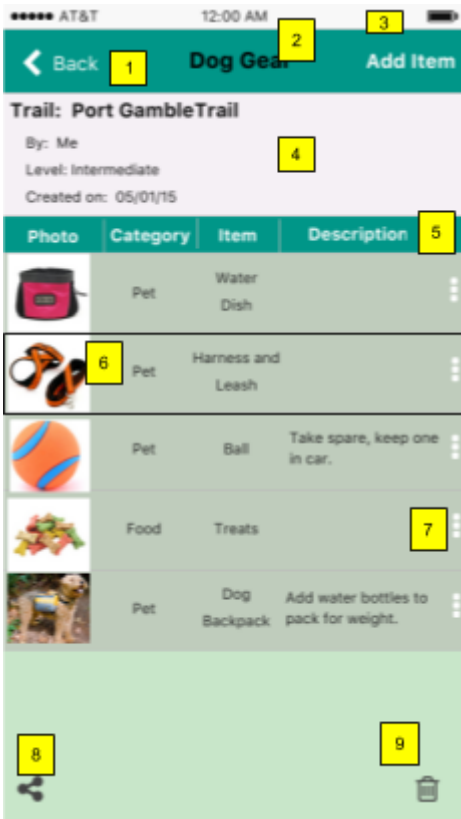| Ref No.	Element	Description
1	Back Arrow	Action button On tap returns the user to the prior screen Icon: '<' less than sign
2	Create List	Action button On tap takes the user to the Create New list screen
3	Private/Public List	The list block provides summary information for the saved lists. They are separated into Private and Public Lists. Lists are displayed based on date they were saved to user's pack. ● Private Lists are gear lists created by the user. The user may modify these lists whenever they wish. ● Public Lists are gear lists created by other users. They may be saved to MyPack, but cannot be modified when in a 'public' format. If the user wishes to make changes, the list must be saved as a 'private' list.
4	List Detail	Action button

		Icon: '>' On tap takes the user to the detail view for the selected list
5	Screen Title	'Search Trails'
6	Navigation Bar	Action Buttons 'My Pack' is highlighted and inactive. Remaining buttons display appropriate page on tap.
7	Gear List Details	Includes Gear List name, associated trail name, creator, creator experience level, list creation date, and rating if available

10.5 Screen: Private Gear List View

This view is displayed when a user selects a summary list item from My Pack (either public or private). The view provides detailed information for the gear list.

The gear list name is displayed in the header, followed by the trail information block, then the list category block and then the list items.

The user may view the list, modify the list, add an item, share the list, delete the list or return to the MyPack Screen
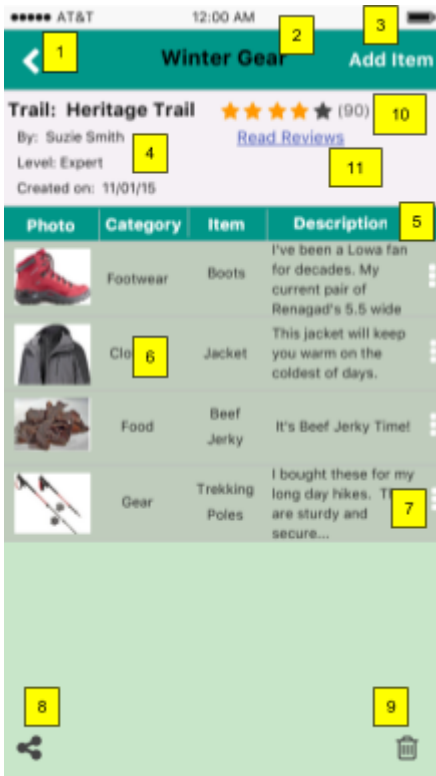

Ref No.	Element	Description
1	Back	Action button Icon: '<' less than sign On tap takes the user back to the MyPack Screen
2	List Title	Display the title of the list selected
3	Add Item	Action Button On tap takes the user to the 'add' item screen
4	Trail Information Block	Lists the trail name, creator, experience level and creation date for the list
5	List Title block	Lists the titles of the columns in the list: Photo, Category, Item, Detail

6	List Block	Displays the individual items that have been saved to a list. Order: Image (if present), Category, Item , Description (if present). Block repeats for the number of items associated with the list
7	Modification Modal	Action button Icon: ellipsis Up on clock, the modification option overlay screen appears
8	Share	Action button Icon: share On tap they share list option overlay will appear
9	Delete List	Action button Icon: trash can On tap the entire list will be deleted. The Delete confirmation overlay will appear.

10.6 Screen: Public Gear List View

This view has the same functionality as the Private with 3 exceptions:

- The user may see the star rating for the ist
- The user may tap on a link to view the reviews for the gear list
- Modification: the user may not modify the list, unless they save it as a new gear list in their pack

Ref No.	Element	Description
1	Back	Action button Icon: '<' less than sign On tap takes the user back to the MyPack Screen
2	List Title	Display the title of the list selected
3	Add Item	Action Button On tap takes the user to the 'add' item screen
4	Trail Information Block	Lists the Trail Name, Author, experience level and creation date for the list
5	List Title block	Lists the titles of the columns in the list: Photo, Category, Item, Detail
6	List Block	Displays the individual items that have been saved to a list. Order: Image (if present), Category, Item , Description (if present). Block repeats for the number of items associated with the

		list
7	Modification Modal	Action button Icon: ellipsis Up on clock, the modification option overlay screen appears
8	Share	Action button Icon: share On tap they share list option overlay will appear
9	Delete List	Action button Icon: trash can On tap the entire list will be deleted. The Delete confirmation overlay will appear.
10	List Rating	Overall list rating Private lists may be reviewed. The overall rating is displayed using a 5 star scale.
11	Read Review	Link to the reviews for the list On tap the user is taken to the gear list review display view.

10.7 Screen: Search Existing Gear Lists View

This view provides the user with the functions needed to search for existing Gear Lists by trail name. Results are displayed in list format and can be sorted by various attributes. The user can then select a Gear List to view more detailed information and items contained within.
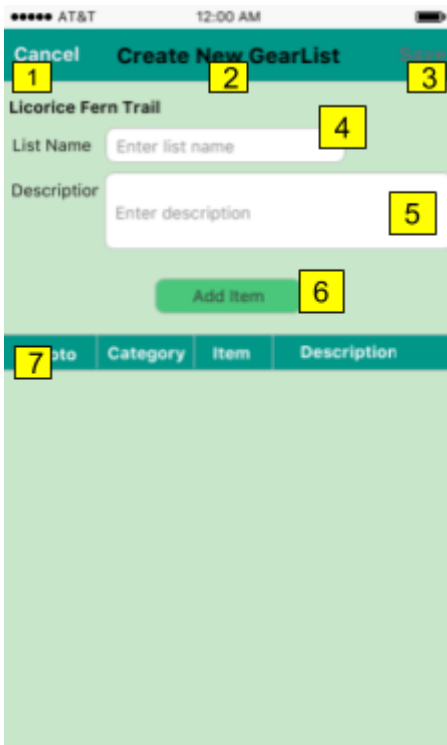

Ref No.	Element	Description
1	Back	Action Button icon: '<' On tap displays previous page
2	Screen Title	'Search Existing Gear Lists'
3	Search Button	Action Button icon: magnifying glass On tap search is performed if user has entered text into the Search Input, results are displayed below.
4	Search Input	Text Input Default text 'Enter Trail Name' On tap user is presented with keyboard for text input.
5	Sort Drop Down	Drop Down Menu Default sort is 'Rating' ascending. On tap drop down menu expands allowing user to select sort methods 'Rating', 'Creation Date', 'Experience Level' On method tap results list is displayed by selected method.
6	Results	0 if no results or no search has been conducted. Otherwise

		indicates number of results being shown and total number of results found.
7	Gear List Details	Includes gear list name, associated trail name, creator, creator experience level, list creation date, and rating if available
8	Gear List Details Link	Action Button icon: '>' On tap 'Gear List Details' page is displayed for selected list.
9	Navigation Bar	Action Buttons 'Search Lists' is highlighted and inactive. Remaining buttons display appropriate page on tap.

10.8 Screen: Create New Gear List - Blank Screen

This screen is used to create a new Gear List associated with a particular trail. The user can enter 'List Name' and 'Description', the user can add items to this list using the 'Add Item' button. The user can also save the list to 'My Pack>Private Lists'.
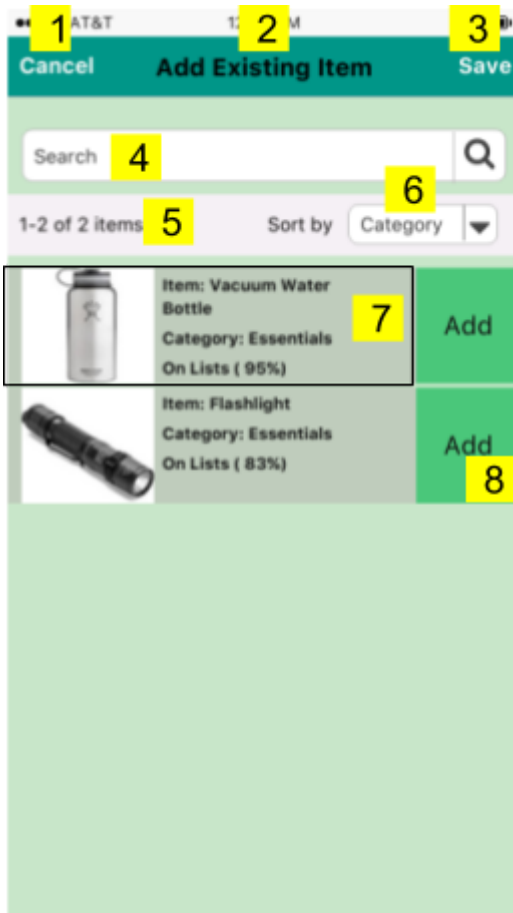

Ref No.	Element	Description
1	Cancel Button	Action Button On tap the list is not saved and user is taken back to the 'Trail Profile' page.
2	Screen Title	Title: Create New Gear List
3	Save Button	Action Button The "Save" action button will be activated only after user enters the List Name. On tap the list will be saved to "My Pack>Private Lists"
4	List Name Input	Text Input Default text is 'Enter List Name' On tap user is presented with keyboard for text input.
5	Description Input	Text Input Default text is 'Enter Description' On tap user is presented with keyboard for text input.
6	Add Item Button	Action Button On tap takes the user to the 'Add Item' screen

7	List of items	Displays the list of items in list

10.9 Screen: Add Item View

This screen is used to add items from the database. The items are listed based on their relevance to a particular trail. The user can also search for any item.
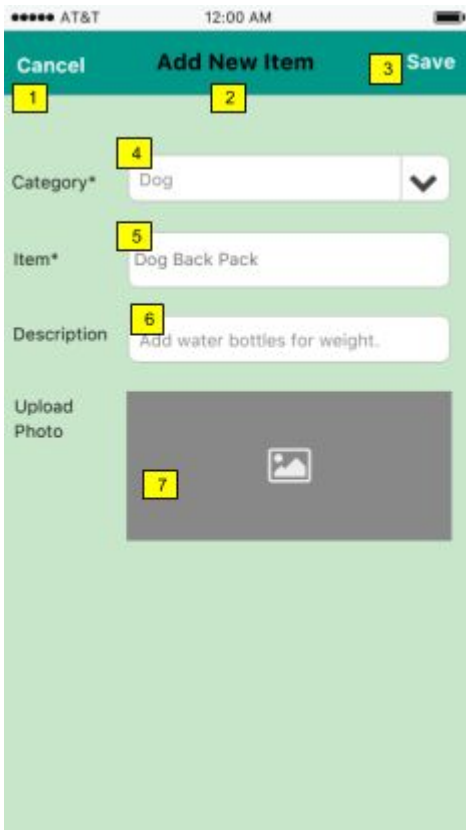

Ref No.	Element	Description
1	Cancel Button	Action Button On tap the list is not saved and user is taken back to the preceding page
2	Screen Title	Title: Add Existing Item
3	Save Button	Action Button On tap the items will be saved to list.
4	Search Input	Text Input Default text is 'Search' On tap user is presented with keyboard for text input.
5	Text display	Indicates number of items being shown and total number of items found.
6	Image & Text	Displays the image, item name, category and the % of lists the item is found in for that particular trail.

7	ADD/REMOVE toggle	Toggle button Shows "ADD" for an item that is not on the list or not has been added yet. Shows "REMOVE" for an item that is on the list or that been added using the "Add Item" screen.

## 10.10 Screen: Add New Item View

This screen is used to add new item(s) to a list. The user can select from the pre-defined list of category, then enter the item name and description, and upload photo of item, before saving to the list.

Ref No.	Element	Description
1	Cancel Button	Action Button On tap the user is taken back to the preceding page,
2	Screen Title	Title: Add New Item
3	Save Button	Action Button On tap the item is saved to the list
4	Category Selection	Dropdown Menu The user can select an option from the list of 'Category'.
5	Item Input	Text Input Default text is 'Enter Item' On tap user is presented with keyboard for text input.
6	Description Input	Text Input Default text is 'Enter Description' On tap user is presented with keyboard for text input.
7	Photo Upload	Image upload On tap, user is presented with options to upload image.

10.11 Screen: Modification Modal

The modification modal is used when the user wants to make modification to a list. It only applies to private lists, where the user is also the owner/creator of the list.

Modification modal. User clicks and the modal options display
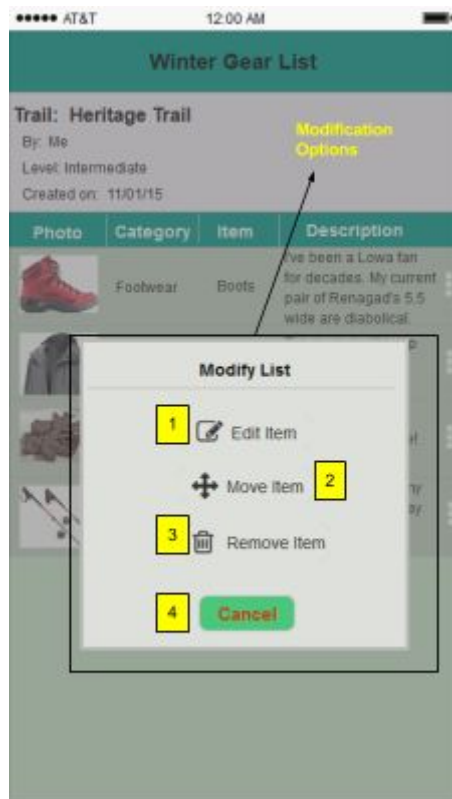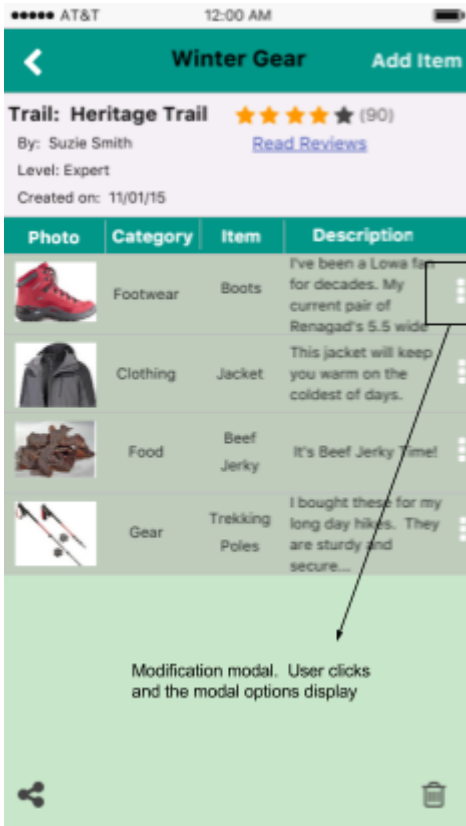
Ref No.	Element	Description
1	Edit Item	Edit Item Icon On tap opens the item in the 'add item window'. User may then change the category, modify the item and description text or upload a new image.
2	Move Item	Allows the user to rearrange the order of the items in the list. On tap the item is selected and may be dragged up or down. On release, the item will reside in the new position
3	Remove Item	Removes the item from the gear list. Only applies to Private lists, where user is the owner/creator.
4	Cancel	Cancels the action and returns the user to the prior screen.

10.12 Screen: Gear List Review Display View

This view displays current Gear List reviews. Ratings are provided in star, bar, text, and percentages. Reviews from other users can be read and selected as helpful or not. Reviews can be sorted by 'most helpful' or 'most recent'. The user can choose to write a review of go back to the previous page.
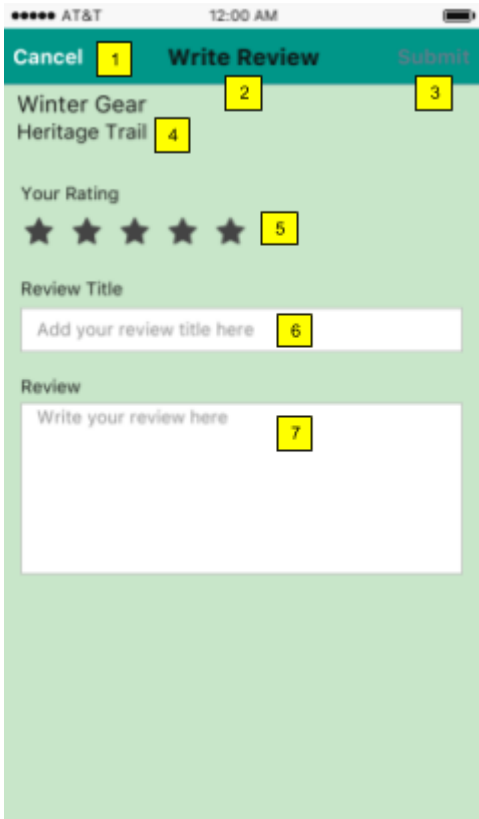
Ref No.	Element	Description
1	Back	Action Button icon: '<' On tap displays previous page
2	Screen Title	'Reviews'
3	Gear List Information	Gear List name with associated trail name below
4	Write Review	Action Button On tap displays 'Write Review' page
5	Star Rating	icon: gold stars represent rating out of 5. gray star when not selected. number in parenthesis to right indicates total number of reviews. Text version of rating is displayed underneath
6	Star Rating Graph	Ratings are broken down by star rating and displayed in bar graph format.
7	Star Rating Percentages	Ratings are broken down by star rating and displayed in percentage format
8	Sort	Action Buttons On tap 'Most Helpful' highlights the button and displays reviews by most helpful rating descending. On tap 'Most

		Recent' highlights the button and displays reviews by most recent creation date descending.
9	Review	Individual review details are displayed in block format. Helpful ratio is displayed as text with graphic star rating below. Review title to the right. Creator and creation date are displayed below followed by the review text. Lastly the helpfulness action is presented.
10	Helpfulness	Action Buttons 'Yes' and 'No' buttons are not highlighted if the user has not voted. On tap the user's selection is highlighted indicating vote. On tap of highlighted vote removes vote. On tap of non-highlighted choose reverses vote.

10.13 Screen: Write Review View

This view allows the user to enter the details of their Gear List review and submit for public viewing or cancel their review.

Ref No.	Element	Description
1	Cancel	Action Button Label: 'Cancel' On tap displays previous page without saving review
2	Screen Title	'Write Review'
3	Submit Button	Action Button Label: 'Submit' On tap saves review and displays Review Submitted Modal shown below. Gray and inactive when no data entered. White and active when data entered
4	Gear List Information	Gear List name with associated trail name below
5	Star Rating	Action Button icon: gray star when not selected. Gold star when selected. On tap highlights number of stars selected
6	Review Title Input	Text Input Default text 'Add your review title here'. On tap user is presented with keyboard for text input.

| 7 | Review Input | Text Input
Default text 'Add your review here'. On tap user is presented with keyboard for text input. |

10.14 Screen: Review Confirmation

This screen is to inform the user that their review has been successfully submitted.
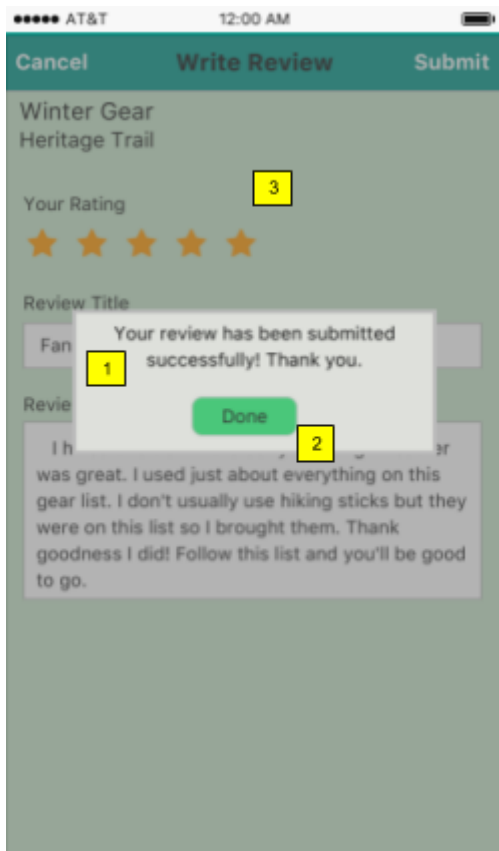
Ref No.	Element	Description
1	Pop-up Content	Text Displays text to inform the user that their review has been submitted successfully.
2	Done Button	Action Button On tap the user is taken to the related Gear List details page.
3	Modal Shadow	Shadowed background elements are inactive

10.15 Screen: Share List Options

This screen presents the user with 6 options to share list.
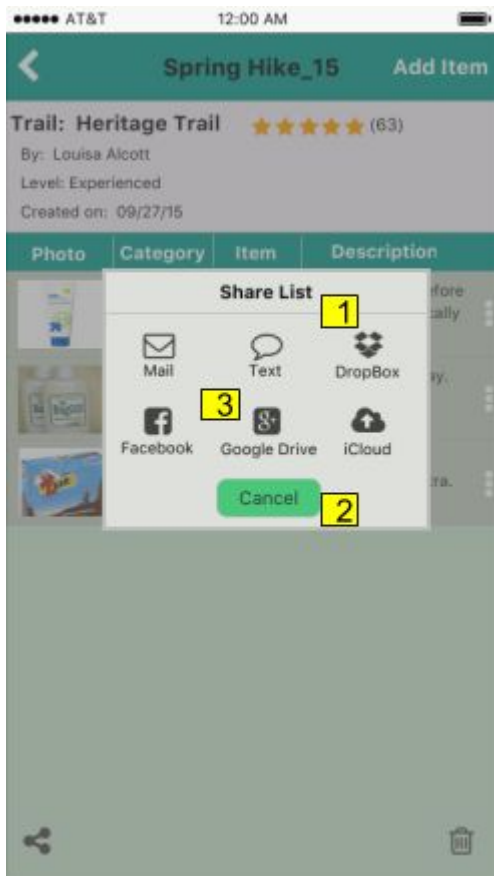
Ref No.	Element	Description
1	Pop-up Title	Title: Share List
2	Share Options Button	Action Buttons The user can select from six share options: 1) Email 2) Text 3) DropBox 4) Facebook 5) Google Drive 6) iCloud
3	Cancel Button	Action Button On tap the user is taken back to the preceding page, "Spring Hike_15" in this case.

11. Appendix

11.1 Prototype Link

This is the link to MockingBot Trail Mate Application: https://mockingbot.com/app/68p7QLdRnTo2Vrs3FLOE

11.2 Personas

11.2.1 The Beginner Hiker

Jennifer Parker — The Beginner Hiker

"I love to be out be there and explore nature with my dogs. But I don't look forward to the process of planning and preparing for a hike; it gets quite overwhelming"

Age: 28
Occupation: PhD Candidate, University of Washington
Relationship: Single
Location: Seattle, WA

Hiker Profile

- Beginner ———— Advanced
- Spontaneous ———— Planner
- Easy Trails ———— Difficult Trails
- 0 Mile ———— 7+ Miles
- 0 Hours ———— 6+ Hours

Motivations

- Mental Benefits
- Physical Benefits
- Explore New Places
- Experience Nature
- Social

Frustrations

- Preparing for each hike is unfamiliar, different and depends on so many internal and external factors.
- No one-stop solution to prepare for any particular hike; many different sources of information.
- Not enough time to go through all information available and come up with important knowledge and the essentials to carry.
- Have to depend mostly on word-of-mouth for hiking instructions.

Expectations

- To have a less intimidating and easier way to plan and prepare for a hike for me and my dogs.
- To prepare ahead to ensure a safe and undemanding hiking experience without any stress, incidents or injuries.
- To learn and gradually progress to take up more challenging hikes.

Primary Sources of Information

- Word-of-mouth
- Websites/Apps
- Books/Magazines

Bio

Jennifer is a warm, friendly and out-door person who enjoys short day-hiking, or just walking her two dogs, gamma and delta.

Jennifer recently moved from Louisville, Kentucky to Seattle, to start her PhD program. She is new to the city. She wants to start hiking in order to enjoy nature, maintain her fitness level, walk her dogs and also find friends with similar interests.

Hiking Concerns

- Getting Lost
- Weather
- Hypothermia
- Wild Animals
- Dehydration
- Injury

11.2.2 The Intermediate Hiker

Devin Morris

"I enjoy hiking with my friends, but only if the weather is nice."

Age: 26
Work: Teacher
Relationship: Single
Location: Seattle, WA

Hiker Profile

Beginner	Advanced

Planner	Spontaneous

Easy Trails	Difficult Trails

0 Miles	7+ miles

0 Hours	6+ Hours

Motivations

Mental Benefits

Physical Benefits

Explore New Places

Experience Nature

Social

Frustrations

- When trail websites don't include a picture
- Finds trail information confusing at times

Expectations

- To expand his understanding of trail systems and maps
- To check the weather forecast
- To know what to take on a hike
- To quickly research trails

Primary Sources of Information

Word of Mouth

Websites/Apps

Books & Magazines

Bio

Devin moved to Seattle three years ago, when he was hired by the Snohomish School District as an high school math teacher. He hikes often during the spring and summer, but admits to being a fair weather hiker. He has good basic hiking and survival skills but would like to learn more. He has had a couple of incidents on the trail that he wasn't prepared for so he now spends more time researching hiking preparedness, trail and weather conditions. He relies primarily on hiking websites to get his information but also by talking to co-workers and friends.

Hiking Concerns

Getting Lost

Weather

Hypothermia

Wild Animas

Dehydration

Injury

11.2.3 The Advanced Hiker

Ellen Rucker

"I've been a hiker and hiking guide all of my life. I love sharing my knowledge with other hikers and helping them go to the next level."

Age: 52
Work: Teacher
Relationship: Married, 3 children
Location: Seattle, WA

Hiker Profile

Beginner	Advanced
Spontaneous	Planner
Easy Trails	Difficult Trails
0 Miles	7+ Miles
0 Hours	6+ Hours

Hiking Motivations

Mental Benefits

Physical Benefits

Explore New Places

Experience Nature

Social

Expectations

- To access to trail information anywhere
- To create customized checklists
- Access to maps that indicate elevation, terrain and trail length.
- To check weather conditions
- To share knowledge and experiences with other hikers

Frustrations

- Hikers who don't understand the risks
- Having an easy way to share hiking knowledge and advice
- Too much time spent researching and not finding the information she wants
- Websites that are not organized well.

Primary Sources of Information

Word of Mouth

Websites/Apps

Books & Magazines

Bio

Ellen is a surgeon who gets great satisfaction from her job,but her first love is hiking. She can't remember a time when she didn't hike. During her college years she spent her summers working as a mountaineering guide. She is now happily settled in Poulsbo, WA with her husband, three sons and two dogs.

Hiking is always on the weekend agenda, usually a 3-4 hour hike on a local trail or a long day hike in the Olympic Mountains. Every year she plans and trains for a week long hike in the Olympics with friends.

Hiking Concerns

Getting Lost

Weather

Hypothermia

Wild Animals

Dehydration

Injury

11.2.4 The Spontaneous Hiker

Alicia Hynes
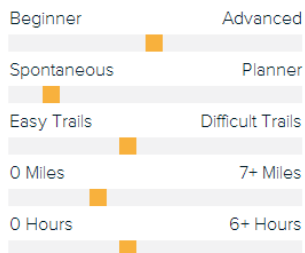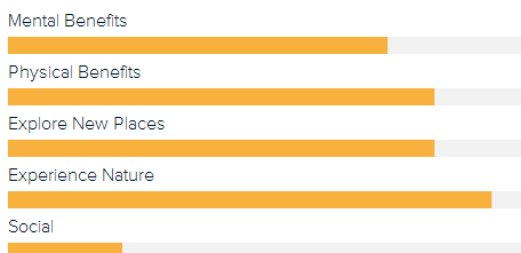
"After a busy week at work I can't wait to grab my pack and get back to nature for a little peace and quite."

Age: 30
Work: Nurse
Relationship: Married
Location: Seattle, WA

Hiker Profile

Beginner	Advanced
Spontaneous	Planner
Easy Trails	Difficult Trails
0 Miles	7+ Miles
0 Hours	6+ Hours

Hiking Motivations

- Mental Benefits
- Physical Benefits
- Explore New Places
- Experience Nature
- Social

Frustrations

- Having to visiting multiple sources for trail information makes it too time consuming to find all the trail information needed to fully understand what to bring with me.
- Difficult to find time in my busy schedule to research new trails, which forces me to hike the same old familiar trails.
- Not exploring new trails prevents me from expanding my hiking skills and experience.

Expectations

- Finding a single source for all the information I need to quickly research new trails.
- Quickly find current trail conditions to ensure the trail is safe and accessible before deciding on a particular trail.
- Easily share information with fellow hikers regarding my experience on the hike, including hazards, trail conditions, suggestions/recommendations and other insightful information.

Primary Sources of Information

- Word of Mouth
- Website/Apps
- Books/Magazines
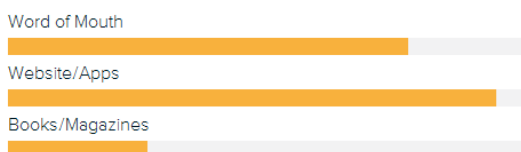
Bio

While attending nursing school, Alicia was introduced to hiking through a friend with moderate hiking experience, as a means of reprieve from the stress of school. Since then she has always enjoyed getting outdoors and being one with nature in order to decompress and relieve work-related stress. She is now an experienced hiker who moves at a fairly fast pace, covering 2-4 miles within couple hours, providing her with plenty of time to relax and appreciate nature.

But, being a resident nurse who works long shifts and much overtime doesn't allow her a lot of free time. She also wants to exercise to stay in shape, but her hectic schedule makes finding time to get to the gym difficult. So, she squeezes in hikes as often as her schedule allows. Although she doesn't get to hike as often as she wants to, she still enjoys her short day hikes which provide her with a much needed recharge physically and mentally.

Hiking Concerns

- Getting Lost
- Weather
- Hypothermia
- Wild Animals
- Dehydration
- Injury