



Trail Mate

Hiking Made Easier

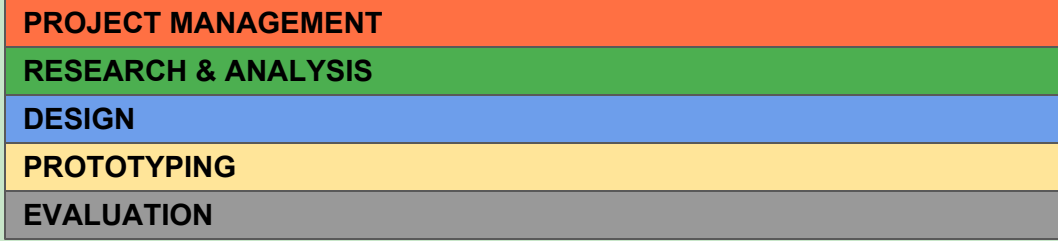
Diane DiGleria, Shanmugapriya Rajasekaran, Kyle Witt

December 2015

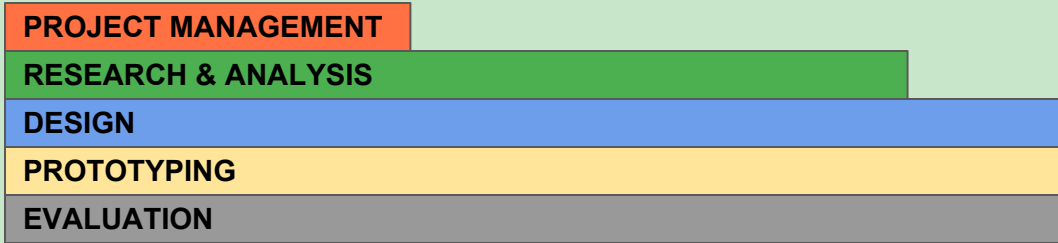


The Trail Blazers

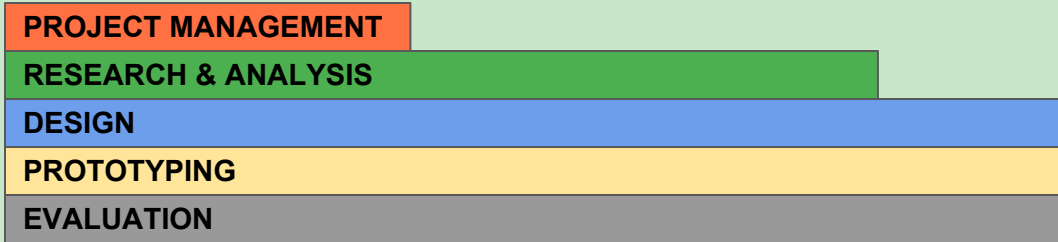
Diane DiGleria
Poulsbo, WA



Kyle Witt
Santa Monica, CA



Shanmugapriya Rajasekaran
Seattle, WA



Project Meetings



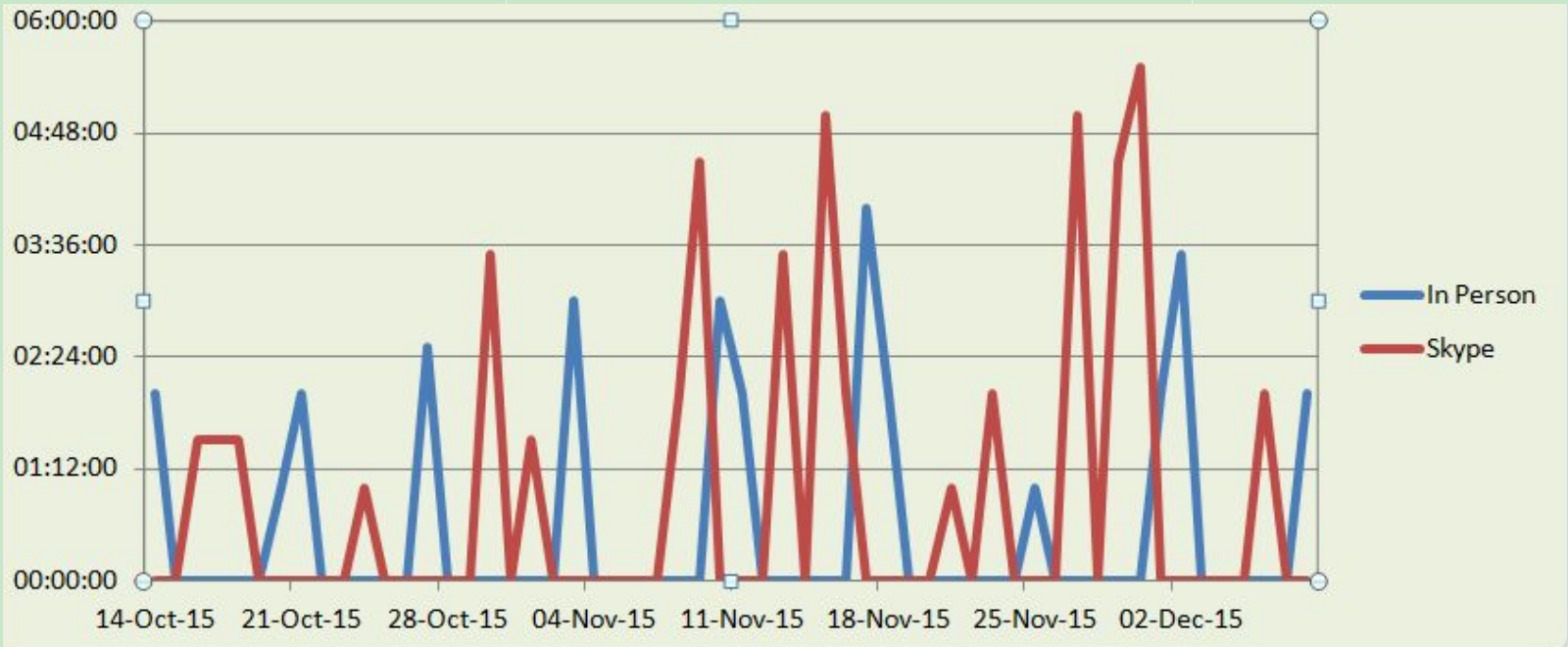
Skype

40h 46m



In Person

30h 0m



Design Evolution

Idea Pitch

- Each team member pitched an idea
- Team discussed pros and cons of each idea
- Favorite idea was chosen

Winning Idea (sort of)

- How can travelers be made more safe when **walking in a city at night**?

Final Idea

- How can people be made more safe when **hiking**?

So Many Ideas - Design Q & Scope



How can hiking be made safer for novice and experienced hikers?

How can hiking be made safer through better preparation and real-time information?

How can we provide hikers online crowd sourced information that would reduce time spent researching what gear to bring on a particular hike?

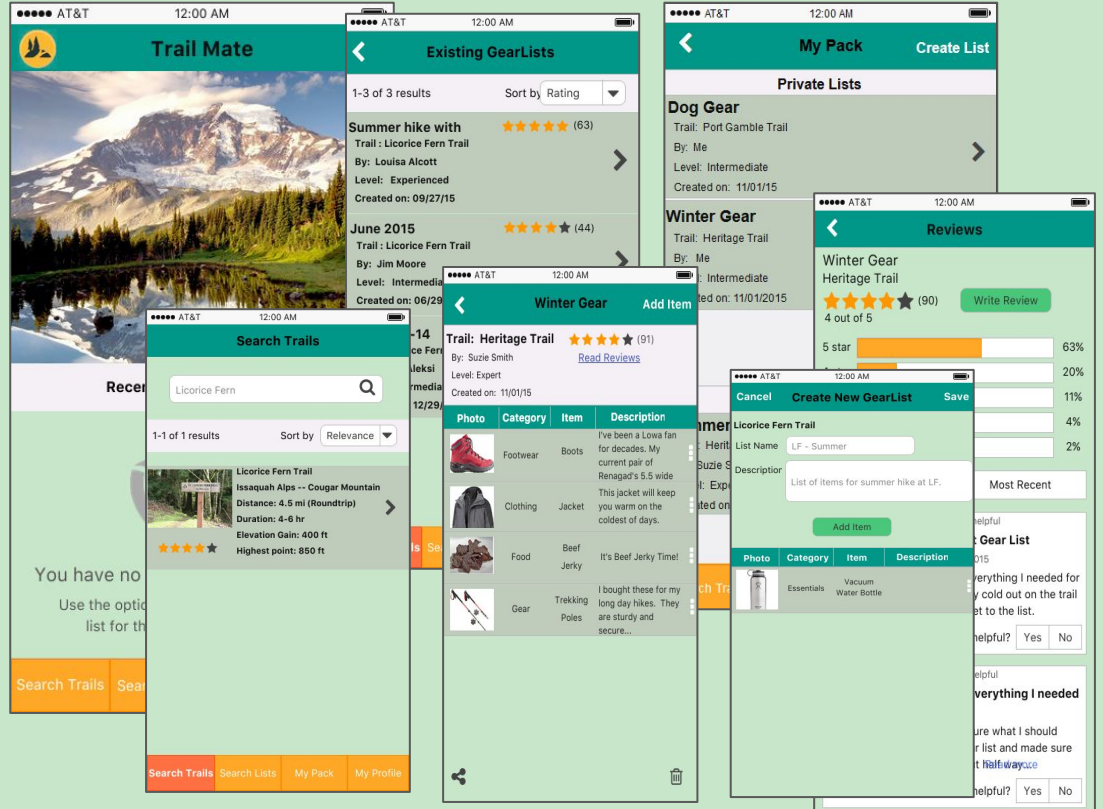
Our Solution - Trail Mate Mobile App

Features

- Gear Lists tied to specific trails
- Use existing
- Create your own
- Share lists
- Review lists

Benefits

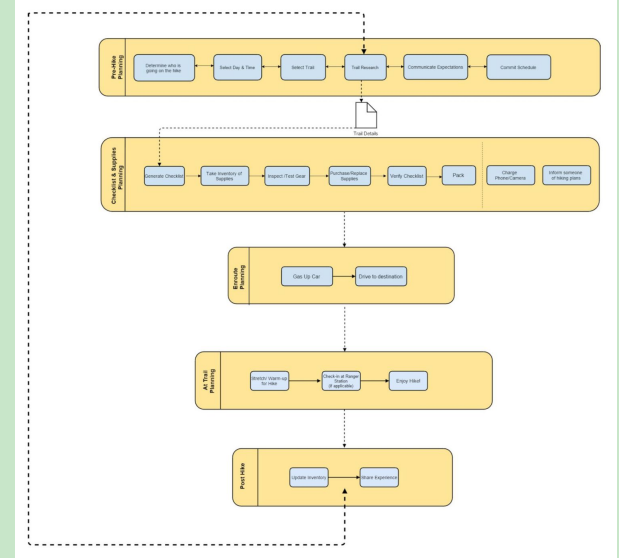
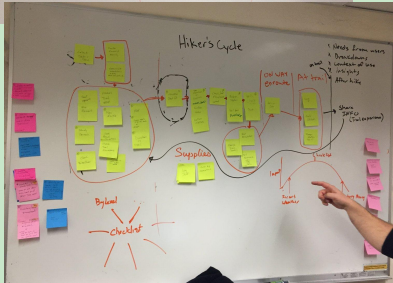
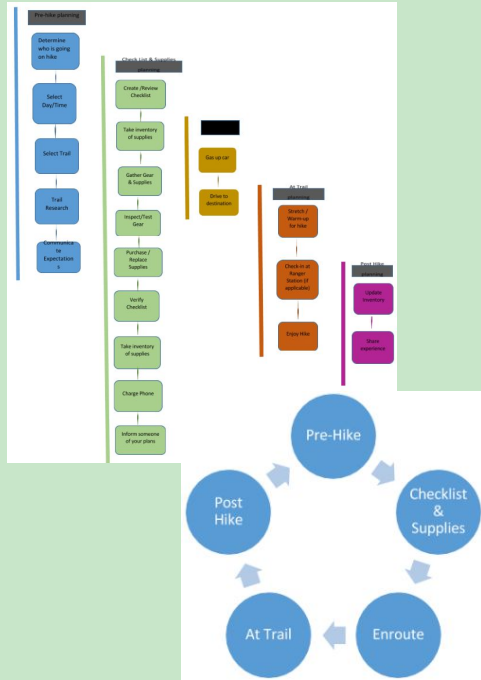
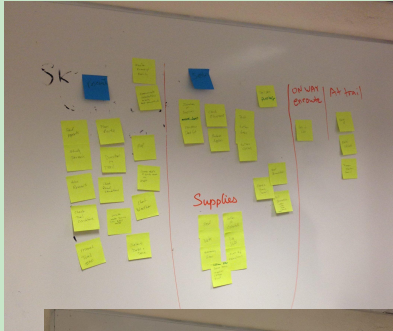
- A one-stop resource to determine what to bring on a hike
- Minimizes research time
- Access to word of mouth hiking gear list information



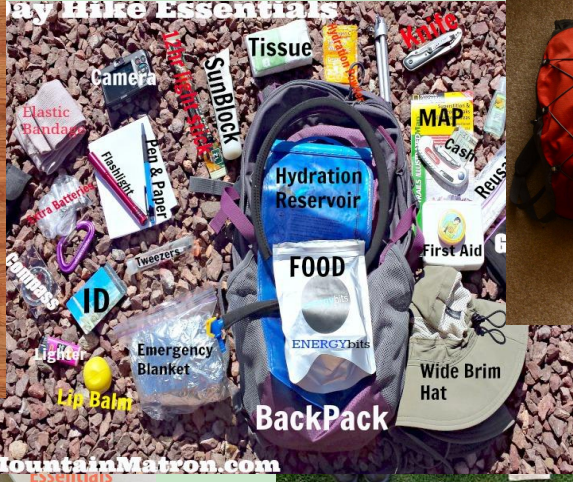
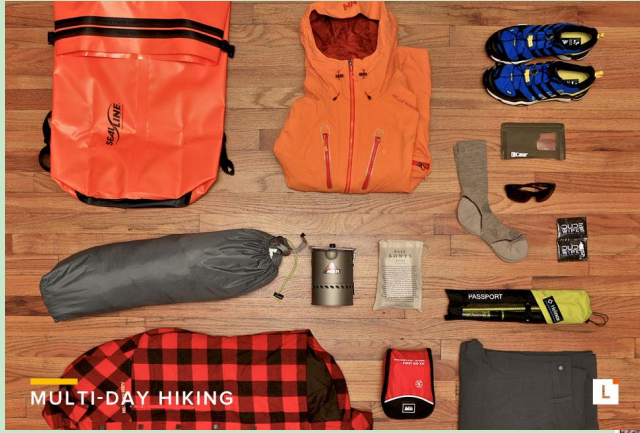
Research



Flow Analysis & Affinity Diagram



Personal Inventory



Competitive Analysis

Mountain Reservation – Hemlock

Best Hikes or New Hikes

Trailhead *MAP

Full Package *REPORTS

HIKING *Gift Ideas

RECENT HIKES

THE LATEST

Name: Hike Alert

Website: <https://www.hikealert.com/>

Tagline
A Modern Approach to the Age-Old Rule: Always tell someone where you're going and when you expect to return.

Overview
Web-based software application which will automatically send an alert email and text message to your emergency contacts (your friends and family) if you don't check in from an outdoor trip or event by your scheduled return time.

Features

- setup alerts to be automatically sent to emergency contacts after a certain time
- enter information about self, location, car, medical, activity time
- two-way text international messaging system with auto send alert and receive status reports
- provides local weather based on location
- provides list of local law enforcement based on location
- tracks mobile phone via geolocation
- enables digital breadcrumbs
- integrates with social networks
- allows input of friends vehicles, dogs, emergency contacts
- search for hiking partners by state, gender, activity
- generates comprehensive report of trip, emergency contacts
- user profile includes vehicles, dogs, emergency contacts, trails, trips
- web based trends for desktop and mobile accessibility
- \$5/year membership cost

Does well

- waived \$5/year
- allows for very thorough trail information
- find partners by last name search
- easy to enter trip information
- provides emergency phone number

Does poorly:

- sign up required billing info to be entered separately on next page (inconvenience)
- promo code automatically entered but not applied, going back required sign up info to be

Footwear, or "Happy Feet + Happy Hiker"

Nike on the Road

Water

Hydration

Washington Trails Association

Little Si

Stratocapnia Region

Washington Trails Association

Little Si

Stratocapnia Region

Reviews

Photos

Tracks

Dean Radney

Patrick McCallum

Paulley Colwell

Daniela D.

Queen Williams

Meeting notes

Trail routing trails

Mountain biking trails

Nearby Trails

West Point, Stratocapnia Bay...

Klamath-Kawine-Heron Co...
Stratocapnia Bay

The Big Dip, Harlan M. Chi...
Stratocapnia Bay

Burns-Gilman Trail
Stratocapnia Bay

Discovery Park Loop Trail
Stratocapnia Bay

EveryTrail

iPhone Travel App, iPhone GPS Tracking

Download the EveryTrail iPhone app, the GPS-enabled travel Guide of the future

New Version October 19th now available

Download EveryTrail PRO - New with Audio Guide

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EveryTrail App features:

Map your trip

Mobile Travel Guides

Washington Trails Association

Little Si

Stratocapnia Region

Washington Trails Association

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Maps

Company

Community

Stay Connected

Get the Guidebook

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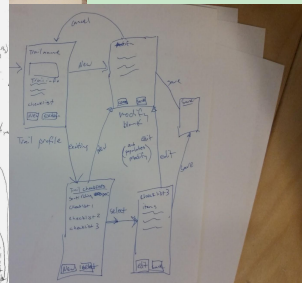
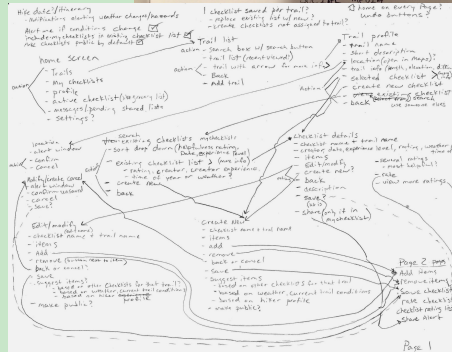
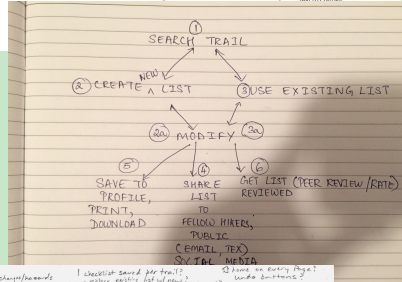
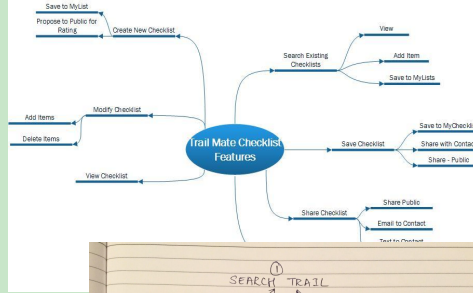
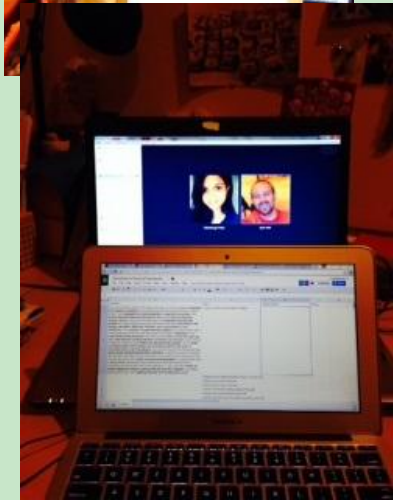
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Download EveryTrail PRO - New with Audio Guide

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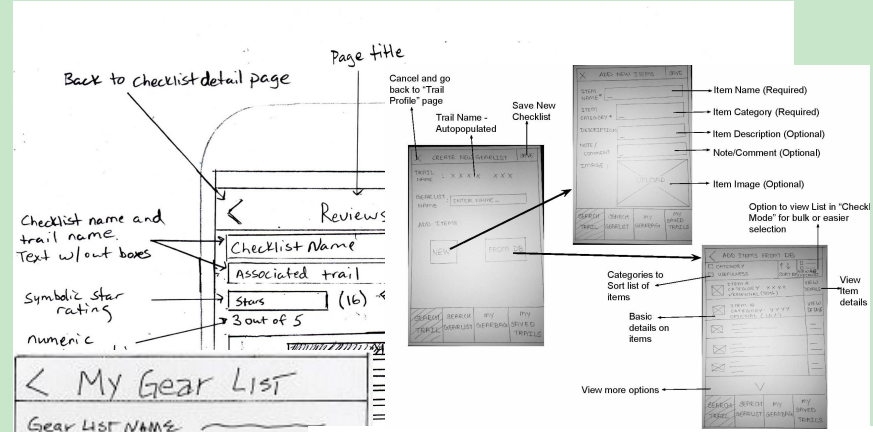
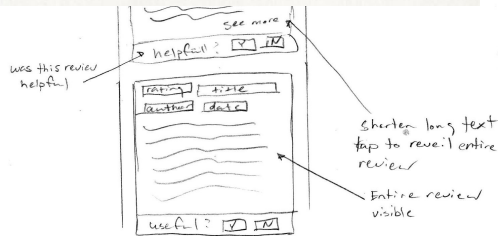
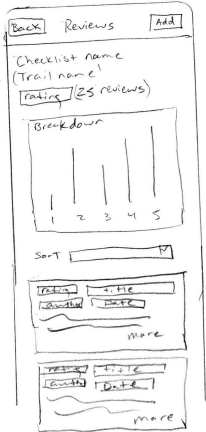
Design Process - Ideation



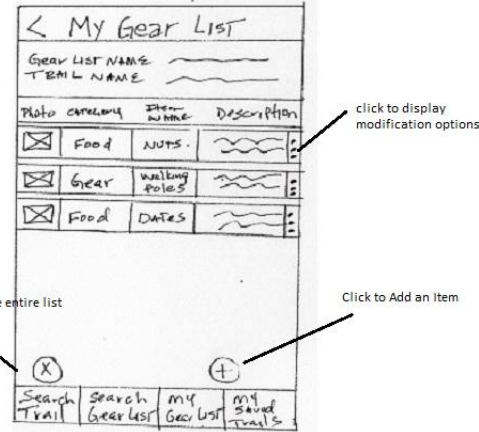
Core Tasks

1. Search Existing GearLists
2. Create New GearList
3. Display GearList
4. Modify GearList
5. Save/Share GearList
6. Rate GearList

Design Process - Sketching



Click to delete entire list



Prototyping



Mockingbot



Collaborate in real-time



Create from scratch



Variety of widgets and icons



Intuitive, minimal learning curve

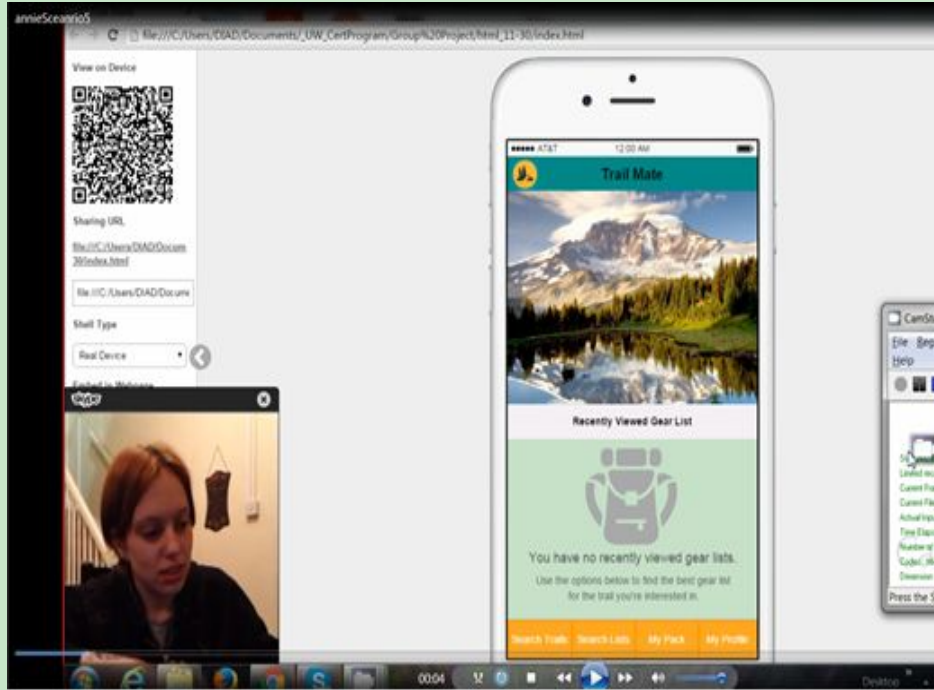
Evaluation



Subjects



Scenarios



Subject Name:	Scenario No.	Scenario Title	Scenario Background	Observation		Time to Complete	Debrief/Comments	Other Comments
				User Issues	User Successes			
Melinda	1	Search existing gear list and save and share list	<p>Background:</p> <p>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.</p> <p>Task:</p> <p>Search for existing gear lists associated with Heritage Trail. Select the list, save it to My Pack. Share it with Tom via email.</p>	<p>selected 'search trails' first which led to a dead end. Required scenario reset.</p> <p>slightly confused by 'save' when trying to save pack. see comments.</p>	<p>once on 'search lists' quickly searched for heritage trail, selected first trail in list.</p> <p>after slight confusion clicked on 'save' and easily followed popups</p> <p>was able to quickly share the list via email without issue</p>	2:40	<p>noted slight confusion on save list step. Suggested a more descriptive button name for increased function clarification.</p> <p>noted share icon was android specific and she was only familiar with it because she had previous experience with android phone. suggested changing the icon to platform specific.</p>	<p>noted general confusion when select text input boxes with the prototype this prototype does not actually allow users to enter text or select from drop down menus.</p> <p>Perhaps we change 'save' to 'save list' clarification.</p>
	2	Review list	<p>Background:</p> <p>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</p>	<p>Generally confused on how to add review when viewing the "Winter Gear" list details page. First attempted to click on "Add" in top right corner which is used to add items to the list. Then tried the share icon in bottom left which is only used to share. Then analyzed the page for a "add review" button. Spent</p>	<p>no issue selecting "MyPack" then selecting "Winter Gear" list</p> <p>Quickly entered in review title, review text. Found submit button without issue</p>	1:35	<p>noted general confusion on how to get to the write review page. Expected to be able to write a review directly from the gear list details page.</p>	<p>while on the gear list detail page she suggested changing 'add' to 'add review' button in top right corner to clarify. In case the 'add' referred to the 'add item' task. However, once on the reviews page the button used was already 'add review' as she expected so good on it. Perhaps we change the 'add' to 'add i' to clear up any confusion.</p>

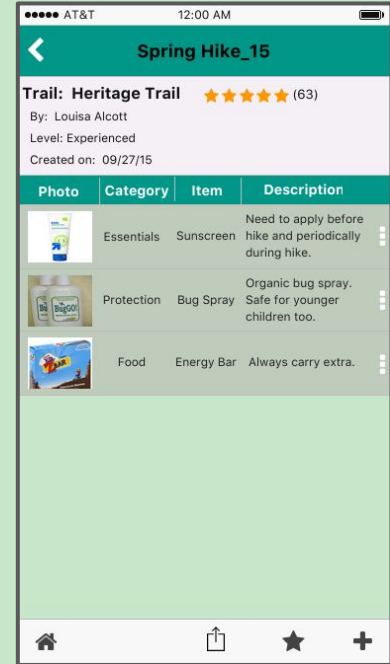
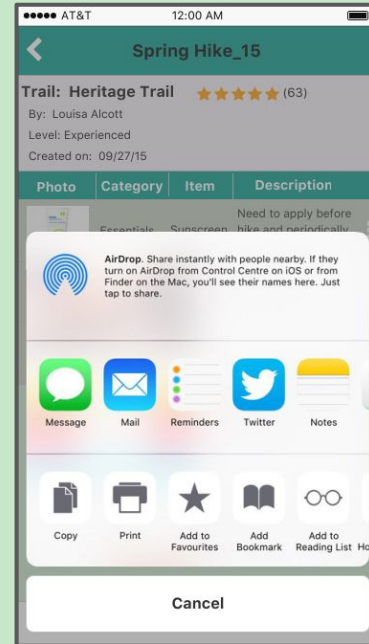
Future Direction

Near Term

- Re-design to be more in line with iOS
- More polished look
- More usability studies

Long Term

- Smart gear list generation
- Multi-platform (Android, Windows, Web)
- Third party checklist integration



Hindsight & Surprises



Design Process

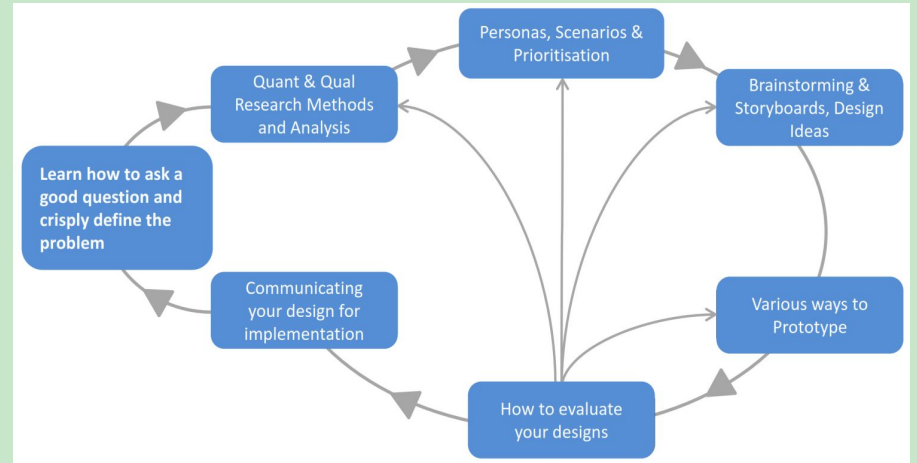
- Narrow scope earlier in the design process
- More specific survey questions
- More one-on-one interviews
- Paper prototype

Team Process

- Distance was a non-issue
- Very few disagreements
- More task delegation

What We Gained

- Familiarity with the user-centered design process from beginning to end
- Hands on experience with research methods and prototyping tools
- A clear understanding of what user-centered design means



Thank You!
