

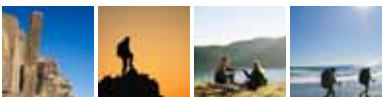


i HIKE

USER EXPERIENCE BRIEF

Amy Chunmei Li MARCH 24th, 2008

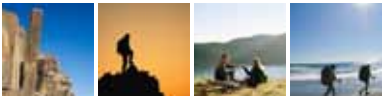
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Introduction

The idea of I HIKE starts with the frustration of trying to locate hiking trails myself. Often time, I find myself sitting in front of computers for hours, going through a lot of dry reading, wasting a lot of time and still can not decide which trails i should go to and how do I get there.

I HIKE is a interactive website that provides hikers an easy, fast and intuitive way to locate different hiking trails within minutes simply using their zip code, radius and preferences.



Landscape:



Insights from competitor Analysis:

Research discover that in order to make this web site stand out from the rest of crowd, it needs to become an easy and intuitive tool that generates quick and accurate results.

<http://www.localhikes.com/>

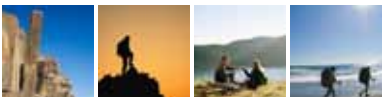
--Great information, poor design, limit options of locating hikes, not very intuitive.

<http://www.outdoorsclub.org/>

--More a social club, need membership registration. Does not offer how to locate hikes.

<http://www.mapmyhike.com/>

--Good interactivity. A bit confusing, not quite sure how to locate hikes through the maps.



Audience Identification:

BEGINNER HIKER:

Primary Persona: Alicia, Age 25



GOALS:

To feel independent.
To feel safe and confident.
To be able to locate hikes on her own.

PERSONALITY CHARACTERISTICS:

Independent, spontaneous, web savvy, adventurous, love nature, enjoy exploring different hiking trails.

NEEDS:

Doesn't have much hiking experience, needs good direction, trail map and gear recommendation.

STRATEGIC RECOMMENDATIONS:

Intuitive navigation that generates good results according to her preferences. Provide trail map download and gear recommendations.

EXPERIENCED HIKER:

Secondary Persona: Gary, Age 38



GOALS:

Look for challenge and backpacking trips
To establish himself as a hike leader.

PERSONALITY CHARACTERISTICS:

Adventurous, athletic, competitive, passionate, love wild and nature, experienced hiker and backpacker, hikes regularly and enjoy leading group hikes.

NEEDS:

Requires distance, elevation gain, difficulty level rating, ability to keep others updated on the trail condition.

STRATEGIC RECOMMENDATIONS:

Provide details of the hiking trails including all the hard facts. Allow user update recent trail conditions and upload pictures.

FAMILY FUN HIKER:

Third Persona: Reyes family, Age 4-40



GOALS:

Mom and Dad look for beautiful scenery where they can bring their whole family.

PERSONALITY CHARACTERISTICS:

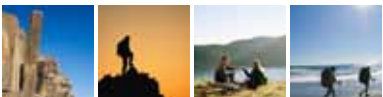
Love nature, strong family value, affectionate yet busy mom and dad.

NEEDS:

Requires simple navigation that provide quick and good results within minutes. Would prefer trails photos.

STRATEGIC RECOMMENDATIONS:

Simple, intuitive navigations provides quick results. Provide "at-a-glance" facts, pictures and trail conditions.



SWOT:

Strength:

- Simple navigation, easy to use. Intuitive, fast access by using zip code, radius.
- Generate customizing information base on different user's needs.
- Allow users to upload recent photo and hike condition, keep the information up to date.

Weakness:

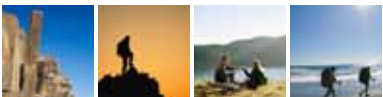
- Brand infancy
- Limited content for first launch

Opportunities:

- Potential to become a popular hike locating tool that will generate frequent visitors.
- Partner up with hike equipment companies, hiking club, and travel companies.
- Establish a wellknown online brand will reveal opportunities for new revenue streams.

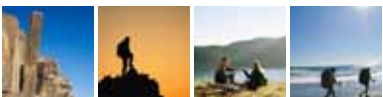
Threats:

- Competitor brands has been well-established, such as localhikes.com, success will require excellent branding effort.
- Revenue generation is difficult before any brand recognition being established.



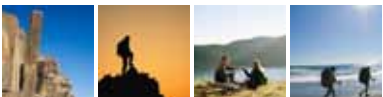
Guiding Principles:

- Provide an easy and intuitive way to locate hiking trails in a short time frame to generate frequent visitors
- Provide relevant and updated information for the hiking trails.
- Communicate and promote brand values in web site design.
- Use Natural Progression Paths for Information Hierarchy. I.e. Top to bottom, Left to right.
lower value information should be lower and less prominent.
- Use familiar visual cues, common icons, labelling use of colors, etc.



Our Approach:

1. Research hiking trails through internet search engine, such as Yahoo! Google, MSN.
2. Research popular hiking sites such as localhikes.com.
3. Conduct interviews with experience hikers for recommendations.
4. Conduct survey with hiking clubs such as sierra clubs.
5. Personal hiking experience.



Our Vision:

By creating an easy, fast and intuitive tool to locate hiking trails within minutes simply using a zip code, radius and preferences, I HIKE will be the new online hiking leader, and “go to site” for hikers searching for hiking trails.

I HIKE is simple yet visually appealing. It's designed for beginner hikers, experienced hikers, as well as family fun hikers. It provides users customizing information according to their needs.

I HIKE is revolutionary in the way it changes its users' experiences for hike search. Hikers no longer need to waste long hours in front of computer anymore, instead, the process now is painless, informative and enjoyable.