Insights

Interview 1: Addie	Hard to organize and get everyone together for an outdoor activity.	Uses iPhone group chat and iPhone to plan trips.	Alltrails Pro member.	Is not looking to meet new for an outdoor activity.	Would like one place for all organizing information.	Likes outdoor activities and would like to do more.	Does not have the time to organize and plan extensively.
Interview 2: JD	Mainly relies on memory and physical notes before trips.	Uses text messaging to distribute information for outdoor activity.	Would like to have a better record of equipment in storage, as well as before and after a trip.	Uses Alltrails but would like something more specific to rafting.	Likes to be over prepared.	Logistics is the most difficult part of the activity.	Main activites are rafting trips. Often complex with large amount of gear.
Interview 3: Ben & Sarah	Very active outdoors and have friends who are similar.	Uses text messaging group chats to relay and organize info.	Both are busy with work so planning is usually last minute.	Limited space in their car for gear.	Uses Alltrails and Windy.tv. Would like both sources combined for ease.	Goes on activities with friends. Doesn't have a need to meet new people.	Often goes on activities requiring lots of gear (biking, climbing, camping).
Interview 4: Jamie	Enjoys longer more complex trips (backpacking, skiling).	Uses group chats to plan, but wants one place for all info.	Would like to connect to other like-minded adventurers.	Uses Alltrails.	Coordinating groups activities and longer solo trips can be tough.	Wants a balance between too many checklists and not enough.	Ideal trip is very well organized and planned out.
Interview 5: Josie	Typically goes on outdoor activities by herself.	Uses group chats and notes app on iPhone.	Physically lays out and labels items for trip.	Does not have extensive time to plan and organize.	Uses Alltrails Pro. Would like more info for paddle boarding.	Factors in safety in camping. Does not need social aspect of connecting with random people.	Would like a place to store all of the info from previous trips.

Affinity Map

Complex activities

- Main activites are rafting trips. Often complex with large amount of gear.
- Often goes on activities requiring lots of gear (biking, climbing, camping).
- Enjoys longer more complex trips (backpacking, skiling).

Alltrials

- Alltrails Pro member.
- Uses Alltrails but would like something more specific to rafting.
- Uses Alltrails and Windy.tv. Would like both sources combined for ease.
- Uses Alltrails.
- Uses Alltrails Pro. Would like more info for paddle boarding.

Text messaging

- Uses iPhone group chat and iPhone to plan trips.
- Uses text messaging to distribute information for outdoor activity.
- Uses text messaging group chats to relay and organize info.
- Uses group chats to plan, but wants one place for all info.
- Uses group chats and notes app on iPhone.

Time constraints

- Does not have the time to organize and plan extensively.
- Both are busy with work so planning is usually last minute.
- Does not have extensive time to plan and organize.

Connecting with others

- Is not looking to meet new for an outdoor activity.
- Very active outdoors and have friends who are similar.
- Goes on activities with friends. Doesn't have a need to meet new people.
- Would like to connect to other like-minded adventurers.
- Typically goes on outdoor activities by herself.
- Factors in safety in camping. Does not need social aspect of connecting with random people.

Scattered information

- Would like one place for all organizing information.
- Wants a balance between too many checklists and not enough.
- Would like a place to store all of the info from previous trips.
- Mainly relies on memory and physical notes before trips.

Group organizing

- Hard to organize and get everyone together for an outdoor activity.
- Logistics is the most difficult part of the activity.
- Coordinating groups activities and longer solo trips can be tough.

Equipment and gear

- Would like to have a better record of equipment in storage, as well as before and after a trip.
- Limited space in their car for gear.
- Physically lays out and labels items for trip.
- Camping and skiing.

Preparation

- Likes to be over prepared.
- Ideal trip is very well organized and planned out.