

# Interview Synthesis

8/29/22

## Interview Goal

The goal of these interviews is to find out if people would use a platform that facilitates the coordination and organization of outdoor activities. We want to learn the current methods being used (if applicable), and experiences of the interviewees. Ideally, these will be personal and unique experiences.

---

## Synthesis

After gathering information from the interviews, a handful of common points began to stand out. These were touched on directly or indirectly by the participants and offer insight into possible solutions. The insights are as follows:

- Complex activities
- Alltrails
- Text messaging
- Time Constraints
- Connecting with others
- Scattered information
- Group organizing
- Equipment and gear
- Preparation

Based on these insights most participants had similar experiences in previous outdoor activities and in how they would like to plan for future ones. It seems that most participants use a combination of tools to for an outdoor activity. This leads to spreading information across multiple channels which inevitably leads to information being lost, unnecessarily duplicated, or forgotten. The one definite commonality was the use of Alltrails and Alltrails Pro. This shows me that people are willing to use/pay for a service that delivers convenience in the outdoor activity space.

Possible areas I would like to explore moving forward are based around simplifying the planning and organizing process. The participants are open to a platform that would help to streamline the process of getting prepared for an activity. This would involve providing them with a more personalized product where data from Alltrails, Windy.tv, river information, and mapping could be combined in an easy-to-use organization platform. The platform could include, store, and query information for a solo trip or a group trip, where participants can be invited to collaborate. There could be an in-platform chat function, similar to how group texting works. This would keep all needed communication with all the needed information. This platform will be a way to turn the key insights and pain points into a functional product.

From a business standpoint I could drive revenue on the platform by charging users for more functionality or paid services. I could also leverage promotions/paid partnerships from outdoor gear companies.

# Interview Debriefs

8/26/22

## Interview Goal

The goal of these interviews is to find out if people would use a platform that facilitates the coordination and organization of outdoor activities. We want to learn the current methods being used (if applicable), and experiences of the interviewees. Ideally, these will be personal and unique experiences.

---

## Interview 1: Addie (24)

- Hard to organize and get everyone together for a larger trip.
- Mainly uses group texts and iPhone notes to organize, would be open to something different.
- Uses Alltrails frequently and is a Pro member.
- Doesn't really need an option for random people to join, as she has plenty of friends in Denver and a boyfriend.

## Interview 2: JD (50)

- Enjoys organizing rafting trips but doesn't usually have one place for all of the info.
- Uses text messaging to get info to the various people.
- Would like to better track equipment in storage, as well as before and after trip.
- Would like something like Alltrails but for rafting.
- Would be open to a user-friendly platform for organizing and planning.

## Interview 3: Ben & Sarah (29, 30)

- Very active couple who have friends who are the same.
- Enjoy a multitude of activities and multi-day trips.
- Usually use text messaging to organize or physical notes.
- Don't necessarily stress organizing but would be open to platform that combines some of the sites and info they use.

## Interview 4: Jamie (28)

- Enjoys longer, more complex outdoor activities.
- Uses group chat and text messages to currently plan. Would be open to another platform.

- Would like to be able to have the option to connect with other like-minded adventurers.
- Would like to be able to pull info from multiple areas into one.
- Coordinating groups trips can be tough.

## **Interview 5: Josie (34)**

- Usually goes in outdoor trips solo or with close friends.
- The main of organizing is physically through laying out and labeling items. Does use text messages and notes app on phone.
- Does not have extensive time to plan and organize due to other commitments.
- Pays for Alltrials Pro, would like to have more info on paddle boarding.
- Factors in safety when camping or hiking solo.

# Interview Guide – Josie

8/26/22

## Interview Goal

The goal of these interviews is to find out if people would use a platform that facilitates the coordination and organization of outdoor activities. We want to learn the current methods being used (if applicable), and personal experiences of the interviewees. Ideally, these will be personal and unique experiences.

---

## Introduction

Hi \_\_\_\_\_, I really appreciate you taking the time to chat with me today. As I previously mentioned, I am conducting user research for a design project. The project is based around a platform that would help to organize and coordinate outdoor activities. This interview is to better understand the current process of outdoor trips. Would you mind if I recorded this conversation and take notes throughout? Please feel free to opt out at any time and skip questions. Again, I want to thank you for the opportunity to chat.

## Rapport Questions

- How has your day been so far?  
Not too bad, it's been pretty busy.
- Do you have any fun plans for the weekend?  
I work half days on Saturday but have a hike planned for Sunday morning.
- How has your summer been?  
Can't complain, nice weather, went on a couple trips.
- Mention something about the weather.

## Grand Tour Questions

- Tell me about the last outdoor activity you went on?  
Went on a hike last weekend to see the wildflowers near Shine Pass.
- How often do you typically go on outdoor activities?  
I like to stay active so I try to go hiking or paddle boarding at least once a week during the warmer months. During the winter I mainly stay in town. I don't think I'll get a ski pass this year.
- Do you usually go in a group or individually?  
It depends. Usually, I go by myself as I like the alone time outside. But I do have a couple good friends I go with if our schedules line up.

- If going individually - how do you decide on your activity?

I have a list of hikes I've compiled over the years. But I do look on Alltrails for ideas.

- If going in a group - how do you decide on your activity?

With my friends one of us will offer a suggestion and then it goes from there.

- What items/info do you find essential before taking off?

Use Alltrails for hiking ideas and trail conditions. I usually bring all my gear in my car regardless so conditions don't matter too much.

- What items/info do you find essential while on the activity?

If I'm hiking, I'll have my hiking poles and bag. I am very conscious of packing and typically bring more than I need. I like to be prepared for anything and to be able to really enjoy my time out there.

- Tell me about what you currently use to aide in the planning/organizing of your activity.

I have a list of items I want to bring. I have this written down from previous trips. I also use clear storage tubs so I can see and know where everything is.

- Tell me about any current challenges or problems do you face in planning/organizing of your activity.

Challenges are gathering all of the items and checking off my list. I also don't like to spend too much time on that so I stay fairly organized. If going with others it usually comes down to who is bring what and where are we meeting/going.

- Tell me about your ideal outdoor activity and how you would plan for it.

Car camping trip where the campsite is on a lake so I can break out the paddle board. I would feel happy going solo but it's always nice to have one other person. Even if that's just for safety. It's a bit weird being a solo woman in the outdoors. For planning I would ideally have everything labeled and laid out. Including food, drinks, games, etc.

- Tell me about any platforms or applications you use before or during your activity.

Alltrails for conditions, trail info, offline maps. I pay for the pro version. Notes app on my iPhone.

- If you do use a platform or app – what are best parts? What are the worst parts?

Alltrails is great for conditions. However, I wish they had more info on other activities like paddleboarding.

- If you do not use a platform or app – what do you use and why?

N/A

- Would you enjoy collaborating with others on a group activity?

It depends for me on the group that I would be collaborating with. As I don't usually go in big groups. If the group was my friends, then yes, I think it would be helpful.

- If you had unlimited resources to plan and organize to plan your activity, how would you do so?

It would have to be a paddle boarding/camping trip. Ideally, I would have everything ready to go beforehand and a place where I would store all of my info like camping sites, lakes, etc.

## **Reflection/Wrap Up**

- Is there anything else that you would like to touch on?

I think I moved to a new city I would be more open to collaborating on outdoor events with other people my age.

- Do you have any questions for me?

N/A

Thank you again for taking the time to chat with me. Your responses are greatly appreciated. If more questions come to mind, may I reach out again?

# Interview Guide - JD

8/26/22

## Interview Goal

The goal of these interviews is to find out if people would use a platform that facilitates the coordination and organization of outdoor activities. We want to learn the current methods being used (if applicable), and personal experiences of the interviewees. Ideally, these will be personal and unique experiences.

---

## Introduction

Hi \_\_\_\_\_, I really appreciate you taking the time to chat with me today. As I previously mentioned, I am conducting user research for a design project. The project is based around a platform that would help to organize and coordinate outdoor activities. This interview is to better understand the current process of outdoor trips. Would you mind if I recorded this conversation and take notes throughout? Please feel free to opt out at any time and skip questions. Again, I want to thank you for the opportunity to chat.

## Rapport Questions

- How has your day been so far?  
It's been pretty slow. I had a few houses showing this week with more planned for the weekend.
- Do you have any fun plans for the weekend?  
Wish I could say I had fun plans but on Saturday I have 7 house showings up north by Boulder and then Sunday I have 4 showing down south in Greenwood Village.
- How has your summer been?  
It's been good. Was able to go on quite a few rafting trips.
- Mention something about the weather.

## Grand Tour Questions

- Tell me about the last outdoor activity you went on?  
I went on a rafting trip last Saturday with my girlfriend, my friend Dan, and then his friend. We hit the upper Colorado near Steamboat Springs.
- How often do you typically go on outdoor activities?  
I try to go on a hike or something related every week. Since most house showings are on the weekend, weekdays work best. During the week it will be a hike, and then if I have the time and the planning works out, I'll go rafting for a day or two.
- Do you usually go in a group or individually?

Usually with my girlfriend or my buddy Dan and his friends. If I have some old guiding buddies in town I'll try to go with them.

- If going individually - how do you decide on your activity?

I have a list of close hikes to Denver I like if I'm going solo. I'll check the weather for sure and then Alltrails to see conditions.

- If going in a group - how do you decide on your activity?

In a group I'm usually the one who decides on the trip and then I'll reach to see who would be interested. I basically have an REI in my garage so it isn't too hard to get people to commit.

- What items/info do you find essential before taking off?

I'm an over preparer, so beforehand I'll basically have everything planned and ready to go. I stay fairly organized so I know where most of my stuff usually is. For info weather and river levels are the most important (if rafting). Also, trail conditions.

- What items/info do you find essential while on the activity?

Basically, everything you can think of in terms of being prepared in the outdoors. Most importantly I have a first aid kit. Then I'll have backpack with all of the essentials, tent, sleeping pad, if rafting I'll have life jackets, helmets, and the raft with paddles.

- Tell me about what you currently use to aide in the planning/organizing of your activity.

I've been doing this so long that I basically have it all memorized and down. However, if I'm going to an unfamiliar place, I'll look at maps online and check online resources for conditions. I should probably write more down.

- Tell me about any current challenges or problems do you face in planning/organizing of your activity.

I should be better at having it all in one place but usually I'll just send a text to whoever is going and let them know what the conditions may be and what I would advise to bring. When I rafted the Grand Canyon a couple years ago I made a notebook for each person with what to bring. I'm not great with technology but it would be nice to have a place online for it.

- Tell me about your ideal outdoor activity and how you would plan for it.

Multi-day rafting trip with friends who are capable and prepared. I would do similar prep as the Grand Canyon, except it would be nice if other people chipped in and helped out.

- Tell me about any platforms or applications you use before or during your activity.

Alltrails for conditions. Coloradowhitewater for river conditions.

- If you do use a platform or app – what are best parts? What are the worst parts?

Alltrails is good for reviews and conditions. As well as finding hikes. I am an Alltrails pro member, I share the account with my girlfriend. It's good for what it is. Would be nice if it included other activities.

- If you do not use a platform or app – what do you use and why?

Good old pen and paper in a notebook. Try to rely on memory.

- Would you enjoy collaborating with others on a group activity?



Yes, I think that would be great because I could put everything needed in one place that could be viewable by everyone. I could see who needs what items and then know who they were with if they get lost.

- If you had unlimited resources to plan and organize to plan your activity, how would you do so?

Similar to my Grand Canyon trip, except I would bring my own food and be more upfront with delegating tasks before and after.

## **Reflection/Wrap Up**

- Is there anything else that you would like to touch on?

A platform friendly to older, less tech savvy people be great.

- Do you have any questions for me?

N/A

Thank you again for taking the time to chat with me. Your responses are greatly appreciated. If more questions come to mind, may I reach out again?

# Interview Guide – Jamie

8/26/22

## Interview Goal

The goal of these interviews is to find out if people would use a platform that facilitates the coordination and organization of outdoor activities. We want to learn the current methods being used (if applicable), and personal experiences of the interviewees. Ideally, these will be personal and unique experiences.

---

## Introduction

Hi \_\_\_\_\_, I really appreciate you taking the time to chat with me today. As I previously mentioned, I am conducting user research for a design project. The project is based around a platform that would help to organize and coordinate outdoor activities. This interview is to better understand the current process of outdoor trips. Would you mind if I recorded this conversation and take notes throughout? Please feel free to opt out at any time and skip questions. Again, I want to thank you for the opportunity to chat.

## Rapport Questions

- How has your day been so far?

Just gearing up from my shift so it's been nice morning. Still applying to a bunch of jobs though.

- Do you have any fun plans for the weekend?

I wanted to head up the mountains but I have work Saturday and Sunday.

- How has your summer been?

It's been good. Went to a couple weddings, saw my family out in California. Did some hiking in Yosemite, so it's been good.

- Mention something about the weather.

## Grand Tour Questions

- Tell me about the last outdoor activity you went on?

Let's see. I met up with my buddy from college and hiked around Keystone last weekend. It was unreal hike. Hard but worth it.

- How often do you typically go on outdoor activities?

I try to get outside every day. If I'm in the city I'm biking or running or walking. If can get up to the mountains I'm hiking or camping. I try to push it.

- Do you usually go in a group or individually?

Just depends on my schedule and if I can rally some people to go. It's hard for me since I only moved here last year and haven't really found other who I would be interested in going with or vice versa.

- If going individually - how do you decide on your activity?

Since I haven't been in Colorado long I use Alltrials to find hikes or camping ideas.

- If going in a group - how do you decide on your activity?

Usually just throw an idea out to the people I know in Denver and see if they would be interested. I usually have one friend who is pretty consistent on being available. Otherwise, I just go solo, which is good but I enjoy company. I'm a social guy.

- What items/info do you find essential before taking off?

Definitely check the weather on Windy.tv and the check Alltrails for conditions. Usually look at traffic but I just leave early.

- What items/info do you find essential while on the activity?

Good shoes, a solid pack with all the first aid, snacks, water I need. I have a topographic app I use to see where I'm at on the trail.

- Tell me about what you currently use to aide in the planning/organizing of your activity.

I utilize the notes app on my iPhone and then usually a notepad I have from my previous trips. Have played around in Google docs but it doesn't especially like it. It feels too sterile compared with a notepad.

- Tell me about any current challenges or problems do you face in planning/organizing of your activity.

Coordinating between groups and feeling like I have too much info in different places. Too many checklists or not enough. Need to find a balance.

- Tell me about your ideal outdoor activity and how you would plan for it.

Multi-day camping trip with good friends, hopefully by a lake. Ideally have everyone in a shared notes app and have all items (food, responsibilities) delegated beforehand. Have all info such as camping site and side hikes already decided and picked out.

- Tell me about any platforms or applications you use before or during your activity.

Alltrails for conditions and trail info. Notes app on my iPhone. Also, I use Windy.tv for weather and the Colorado Trail app for more precise trail finding.

- If you do use a platform or app – what are best parts? What are the worst parts?

Alltrails is great for update to date trail info but wish there was more functionality such as picking a trail and then planning for it on the app. Windy is great for weather but that's about it. Colorado app is good but not user friendly.

- If you do not use a platform or app – what do you use and why?

N/A

- Would you enjoy collaborating with others on a group activity?

I would love to be able to do this. Especially for ski trips where more gear is in involved. I think it would help a lot.

- If you had unlimited resources to plan and organize to plan your activity, how would you do so?

Multi-day/week backpacking trip. Have all info and gear accounted for ahead of time. Have all info in one easily accessible spot before the trip would start.

## **Reflection/Wrap Up**

- Is there anything else that you would like to touch on?

As much as I love pen and paper, I think a more technology focused platform that brings in multiple sources of info would be helpful.

- Do you have any questions for me?

N/A

Thank you again for taking the time to chat with me. Your responses are greatly appreciated. If more questions come to mind, may I reach out again?

# Interview Guide – Ben & Sarah

8/26/22

## Interview Goal

The goal of these interviews is to find out if people would use a platform that facilitates the coordination and organization of outdoor activities. We want to learn the current methods being used (if applicable), and personal experiences of the interviewees. Ideally, these will be personal and unique experiences.

---

## Introduction

Hi \_\_\_\_\_, I really appreciate you taking the time to chat with me today. As I previously mentioned, I am conducting user research for a design project. The project is based around a platform that would help to organize and coordinate outdoor activities. This interview is to better understand the current process of outdoor trips. Would you mind if I recorded this conversation and take notes throughout? Please feel free to opt out at any time and skip questions. Again, I want to thank you for the opportunity to chat.

## Rapport Questions

- How has your day been so far?  
It's been good! It's a little slow but that's how working from home seems to be on Friday.
- Do you have any fun plans for the weekend?  
We are going climbing on Saturday and then mountain biking on Sunday. Think we may see some live music tonight.
- How has your summer been?  
It's been great. The weather has been fantastic.
- Mention something about the weather.

## Grand Tour Questions

- Tell me about the last outdoor activity you went on?  
We recently went on a climbing/camping trip down south by Telluride. It was a bit chilly, but the climbing couldn't have been better.
- How often do you typically go on outdoor activities?  
We are pretty active and have friends who are the same. Every weekend we are doing something outside. Either in the mountains or in foothills. I (Ben) used to live in Golden so there are a lot of spots we love.
- Do you usually go in a group or individually?

It depends. We'll go together when we can and if not, we'll go with friends in the area. We both actually have quite a few friends from New Hampshire out here.

- If going individually - how do you decide on your activity?

From being active outdoors, we have quite a few favorite spots.

Ben – There are a lot of mountain biking trails near the foothills that I enjoy hitting when Sarah is busy.

Sarah – For me it depends on what I'm feeling. If I'm solo I'll usually just go on a local hike or bike around the city.

- If going in a group - how do you decide on your activity?

For a group trip we'll shoot a text to our friend group or we'll get a text. Our friends quite active so there is usually something always going on.

- What items/info do you find essential before taking off?

Beforehand we look at Alltrails, it's great for mountain biking or hiking. For climbing we usually rely on word mouth. We have our own outdoor bags that we keep stocked with first aid, snacks, cards.

- What items/info do you find essential while on the activity?

Depends on the activity but in general a backpack with the items mentioned above. Plus any extras depending on if we are going hiking, camping, biking, climbing. Or all of the above.

- Tell me about what you currently use to aid in the planning/organizing of your activity.

Between us we usually have everything all ready to go and organized. We typically are organizing outside of just us through text message and maybe a physical notebook.

- Tell me about any current challenges or problems do you face in planning/organizing of your activity.

If we are doing multiple activities for a multi-day trip it gets a bit tricky fitting all of our gear into one car. Everyone we go with overpacks so forgetting something isn't the end of the world. We could probably be more organized when it comes to packing/delegating/etc.

- Tell me about your ideal outdoor activity and how you would plan for it.

Multi-day camping trip that has climbing, biking, hiking. That would be an epic trip. Would love for some rivers or water to be involved. Ideally, we would plan the week before and have everything ready to go and organized. We're not strict on ourselves so there is always some leeway in planning. Hopefully, our friends would do/enjoy the same.

- Tell me about any platforms or applications you use before or during your activity.

Alltrails for conditions and trail info. Windy.tv for weather info.

- If you do use a platform or app – what are best parts? What are the worst parts?

Alltrails is wonderful for conditions and updates on closures. Windy.tv is great for weather. Would be nice if they could be combined somehow.

- If you do not use a platform or app – what do you use and why?

We have paper maps in our car. More detail and can write notes on them.

- Would you enjoy collaborating with others on a group activity?

Yes, most trips we go on are a collaboration of sorts. They are typically between our friends or friends of friends. When first moved to Denver it was a bit hard finding people our age with common interests willing to go in trips. Seemed like most of them lived in Boulder instead of Denver.

- If you had unlimited resources to plan and organize to plan your activity, how would you do so?

Like our Telluride trip we just took but hit a little bit of every activity. Be with surrounded with our friends and enjoy nature. Would love to be completely organized before we go either through text or another means.

## **Reflection/Wrap Up**

- Is there anything else that you would like to touch on?

N/A

- Do you have any questions for me?

N/A

Thank you again for taking the time to chat with me. Your responses are greatly appreciated. If more questions come to mind, may I reach out again?

# Interview Guide - Addie

8/26/22

## Interview Goal

The goal of these interviews is to find out if people would use a platform that facilitates the coordination and organization of outdoor activities. We want to learn the current methods being used (if applicable), and personal experiences of the interviewees. Ideally, these will be personal and unique experiences.

---

## Introduction

Hi \_\_\_\_\_, I really appreciate you taking the time to chat with me today. As I previously mentioned, I am conducting user research for a design project. The project is based around a platform that would help to organize and coordinate outdoor activities. This interview is to better understand the current process of outdoor trips. Would you mind if I recorded this conversation and take notes throughout? Please feel free to opt out at any time and skip questions. Again, I want to thank you for the opportunity to chat.

## Rapport Questions

- How has your day been so far?  
My day's been alright. I'm excited to go to the mountains this weekend. Friday!
- Do you have any fun plans for the weekend?  
Going to vail this weekend with some friends. It will be nice to get out of the city for a couple days. Especially before the weather starts to turn.
- How has your summer been?  
It's been pretty good. Not too many trips but a lot on concerts and seeing friends.
- Mention something about the weather.

## Grand Tour Questions

- Tell me about the last outdoor activity you went on?  
I went on a hike around Red Rocks last weekend with my boyfriend. I hadn't been on that specific hike before so it was nice to explore a new area. It was in foothills so not too far from Denver proper.
- How often do you typically go on outdoor activities?  
I try to go at least once every couple weeks but this summer has been more difficult to get away. Feels like the quickest summer I can remember. Ideally, I would love to go on a hike every weekend and go camping at least once to twice a month.
- Do you usually go in a group or individually?



Usually, I go with my boyfriend and maybe one other friend. I like the communal aspect of going with other people.

- If going individually - how do you decide on your activity?

If I'm alone I'll pick a walk in a park in the city or around my neighborhood. For me there's a safety aspect to going on a big hike in the mountains alone.

- If going in a group - how do you decide on your activity?

With a group it usually starts with texting in my friend group chat to see if anyone has interest in going on a hike or camping. From there a new chat of people interested starts. We then throw out ideas until everyone somewhat agrees or at least doesn't disagree. However, it's hard to get everyone together especially in the summer, which is a bummer.

- What items/info do you find essential before taking off?

Before taking off I like to have my backpack somewhat organized. Most important for me is sunscreen and water. In terms of info, I am definitely checking the weather to make sure it looks doable. Once I pick a hike I usually stick with it no matter what.

- What items/info do you find essential while on the activity?

Definitely my backpack, water, sunscreen for a hike. I'll throw in snacks and maybe a sandwich depending on the length of the activity. Sometimes I'll bring bug and bear spray depending on where I am going. A rain jacket, a hat, two pairs of shoes – one on the car, one for hiking. If I'm going camping then I'll have a duffel bag, tent, pillow, a cooler with extra food, drinks.

- Tell me about what you currently use to aid in the planning/organizing of your activity.

I'll check Alltrails before the hike to see how the conditions are and to also help me pick a hike. I'll obviously check the weather and then I used to check the traffic but now I just wake up early and go. When I'm going with my boyfriend and or friends, we'll make a haphazard list of items to bring, usually in the text group or in the iPhone notes app. It usually works out as most people typically bring extra.

- Tell me about any current challenges or problems you face in planning/organizing of your activity.

Having one solid place to make notes and delegate items for people to bring, that isn't in a group chat. Group chats work but I don't like scrolling through non-related messages to find info.

- Tell me about your ideal outdoor activity and how you would plan for it.

Ideally, it would be a big camping trip with a bunch of my friends. We would all plan equal parts of it and have it planned a week or two in advance. I hate not having a plan before we go.

- Tell me about any platforms or applications you use before or during your activity.

Alltrails for reviews and if I can't find the trail. That's basically it for me.

- If you do use a platform or app – what are the best parts? What are the worst parts?

Alltrails is great because the reviews are updated constantly so you can get a good idea of the trail conditions beforehand. I am an Alltrails pro member which I think is worth it because I can track my hikes and download the trails offline. The downside is that it doesn't allow for collaboration.

- If you do not use a platform or app – what do you use and why?

N/A

- Would you enjoy collaborating with others on a group activity?

I love going on trips with friends so it would be nice to have a place we could do that on that isn't the notes app or Google docs or something.

- If you had unlimited resources to plan and organize to plan your activity, how would you do so?

It would be similar to my ideal activity in that it would be a big camping trip with all my friends. We would all be prepared and ready to go ahead time so there isn't room for some of my guy friends to back out at the last minute.

## **Reflection/Wrap Up**

- Is there anything else that you would like to touch on?

It's great to catch up. I hope your course goes well.

- Do you have any questions for me?

N/A

Thank you again for taking the time to chat with me. Your responses are greatly appreciated. If more questions come to mind, may I reach out again?