TrailScout

Madison Buhse | Alana Cope | Antonia Crenshaw | Chelsea Mockbee | Jennifer Olave

Tools: Miro, Figma, and Figjam

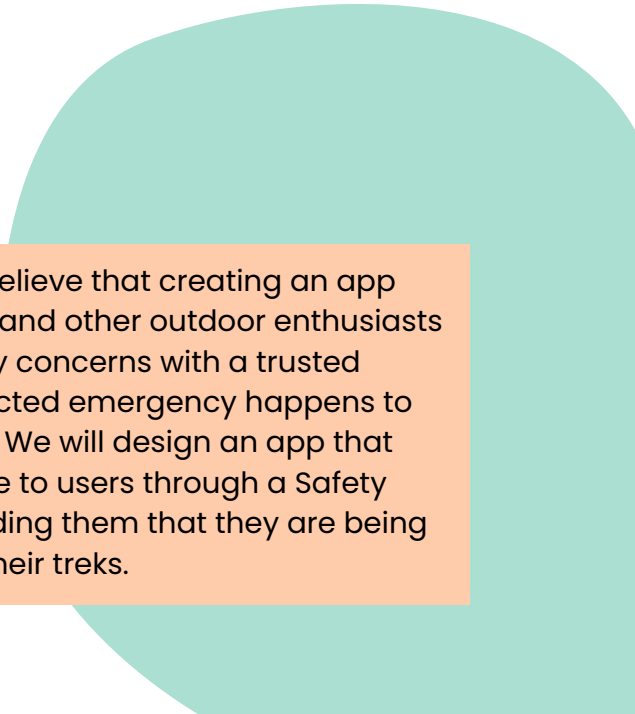Additional Materials: Presentation Slides & Script

The Problem

Adults who enjoy exploring the outdoors often feel unprepared when they make their journey on a hiking trail, even after using the information they find online. They also tend to avoid going out alone because it's difficult to prepare for all of the potential dangers on a trail.

The Solution

Initial Solution: We believe that creating an app that connects hikers with other outdoor enthusiasts and provides them with the resources they need to stay safe on the trail will not only provide hikers with the tools they need to navigate trails with confidence but also foster a sense of community among users. We will design an app that inspires users to explore the great outdoors and push themselves to new heights.

After Iterations: We believe that creating an app that connects hikers and other outdoor enthusiasts who may have safety concerns with a trusted contact if an unexpected emergency happens to arise while exploring. We will design an app that provides reassurance to users through a Safety Mode feature, reminding them that they are being looked after during their treks.

Proto-Persona #1

Name:

Active Adult Andy

Behavioral Demographics:

- Very outdoorsy person
- Enjoys hiking and adventure
- Practices safety when out in nature

Goals and Needs:

- Find new areas to hike because he's bored with the usual trails.
- Knowing what nature is around
- Knowing the trails
- Level of difficulty trails

Pain Points and Solutions:

- Unexpected weather changes when out on an adventure
- Unsure of the wildlife that might appear when on a hike
- Inaccurate maps/trails
- Not knowing when there is a blockage/road closed on a trail ahead of time

miro

Proto-Persona #2

Name:

Beginner Betty

Behavioral Demographics:

Enjoys walks
Wants to start exercising

Goals and Needs:

- Wanting to explore nature
- Avoiding being stuck inside staring at screens
- Knowing what nature is around
- Knowing the trails
- alerts for the trails/area

Pain Points and Solutions:

- Weather
- Not sure about the wildlife present on the trails she would like to walk
- Inaccurate maps/trails
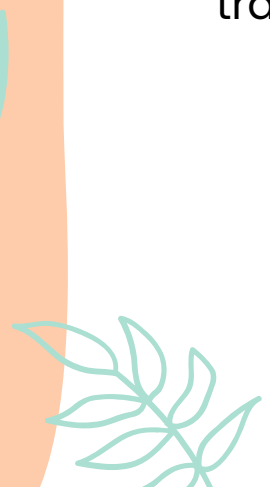- suspicious behavior from other people in the area

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User Research

Research Plan

Hypothesis Statement

As user researchers, we want to understand the knowledge and accessibility users have with nature trails in their area.

Interview Plan

Uncover people's prior experiences in hiking areas such as community parks, state and national parks.

- What are some of the factors that influence your decision to visit certain parks or hiking areas over others?
- Have you ever encountered any challenges or difficulties during your visits to these parks, such as navigation issues or unexpected weather conditions?
- Are there any specific amenities or facilities within these parks that you find essential or valuable during your visit?

Understand what resources people use for hiking or walking a trail.

- Do you rely on online platforms or mobile apps to find and explore hiking or walking trails? If so which ones do you use?
- Do you seek recommendations from friends, family, or fellow hikers when looking for new hiking or walking trails to explore?
- Are there any other resources or methods you use to discover and gather information about hiking or walking trails that havent been mentioned?

Understand what feelings users have when accessing trail information and the risks associated with it.

- Are there any specific emotions or concerns that arise when you consider the risks associated with hiking or outdoor activities?
- How important is it for you to have accurate and reliable information about potential risks and challenges associated with specific trails?
- Are there any specific safety measures or precautions you always take into consideration before embarking on a hiking or trail adventure?

Interview Transcripts

Madison

Interview #1
Interview #2

Toni

Interview #1
Interview #2
Interview #3

Jennifer

Interview #1
Interview #2

Chelsea

Interview #1
Interview #2

Alana

Link to transcript

Screener Survey

A big portion of users used maps on their hikes, tended to group up with at least one additional person, and considered safety important when exploring.

What resources do you typically use to prepare for a walk/hike?

74 responses

- Google Research
- Word of Mouth
- Social Media
- Park/Trail Map
- Nothing

40.5%
18.9%
16.2%
16.2%

Do you typically go hiking alone or with a friend/group?

74 responses

⧉ Copy

Alone — 17 (23%)
With a partner/friends — 61 (82.4%)
With pets — 10 (13.5%)
With children — 4 (5.4%)

0   20   40   60   80

Is safety a concern when it comes to exploring the outdoors?

74 responses

- Yes
- Somewhat
- No

31.1%
13.5%
55.4%

Affinity Diagram

Behaviors
I like to go outside at the end of the day after staring at a screen for hours.

Loves the outdoors. — Loves the outdoors. — Has used and enjoyed Alltrails — Don't always choose a known trail. — "I go outside to feel human." — Likes going outside during the day

Doesn't go alone — Usually Safe hiker. — Loves the outdoors. — Going to start camping soon, upcoming trip to Yellowstone — Likes to jog, run, hike, and bike outside — Does not like staying for a whole night like camping — Loves the outdoors and any type of physical activity

Amenities & Determining Factors
I like to know what amenities or features are on the trail before hand.

Scenery is a determining factor. — Trail paving can be a determining factor. — Loves to canoe and go to trails with water activities

Chooses a trail based on views — Trail length is a determining factor — Trash cans and bathroom locations are helpful — Only really visits close by trailparks — Amenities she wants are bathrooms and water stations — Likes their to be restrooms and water fountains.

Safety Concerns & Measures
I need to feel safe and prepared while on my trail.

Cautious of animals on trails — Safety is a big thing — Navigation issues/unknown shortcuts — Hiking alone has natural risks and risks from other hikers — Venomous snake or other animal information that may be relevant to the location — Likes to know and be aware of wild animals, dead-ends, and poisonous plants. — Always has a hiking stick with her.

Has gotten lost on a new trail. — Deathly afraid of snakes — Safety was an issue unknown skiney ledge — Doesn't wear both headphones when walking in hiking just to be aware of of service — Thinks it vital for the risks of the trail to be disclosed — Worries about wild animals and insects.

Brings some sort of self-defense object. — Knowing about poisonous plants would be nice. — Avoids going hiking when its recently rained because of muddy trails — Would like to know about plants and animals in the area that are potentially dangerous — Concern of medical emergency or contacting help — Concerns are getting lost, snakes, wildlife — Worries about wild animals. Likes that theirs signs so she can be on the lookout. — Always has first-aid kit, water, food, and bug spray.

Hiking Groups/Community Need
I want more opportunities to connect with outdoorsy people.

In a Facebook group that talks about all the trails in Austin. — Got the idea to start his own group if he can't find one. — Interested in building community for those who aren't the "go-alone" type. — Nice to see how much partner and dad enjoy hiking, good bonding experience

Never thought of using Social Media to find new trails or groups. — Interested in meetups to walk in groups to meet new friends. — Doesn't have much of a "hiking community" in terms of groups of friends dedicated to the activity. — Likes camping spirts with picnic tables set up so he can socialize

Prep Info
I want to be able to trust the information I find about a trail before I go on it.

Uses Google to look up trails. — Checks TikTok to see what the trail looks like and get real-life feedback — Tries to go to the bathroom before hiking, otherwise a bathroom might be needed. — Usually does day hikes and doesn't do a lot of prep until maybe 3 days prior — Instagram influencers encourage her to visit private trails (canoe rental, etc.) — Storm warnings (tornado, etc.) would be helpful — Thinks that trails should be rated — Google is probably the most helpful because he's not familiar with the trails most of the time. — very important to have accurate info — only resource is physical map from state park — Uses google to find nearby trails. — Looks at reviews and pictures. Likes them to be recent not too old and too short — Uses AllTrails a lot. — Considers who is going on a hike with her and their skill level. — Uses AllTrail, Google, and Google Maps.

Accurate and reliable information is very important when it comes to potential risks. — Will look for online information about a trail on IG/hashtags. — Feels like sharing info about level of difficulty and safety, to have hopeful that it's accurate — Not usually prepared. Might have a water bottle. — Suggested equipment (hiking poles, hats for places with little shade) — More to know on length of trail before arriving so i can know what to prepare for in terms of food. — Wants to know length of trail before arriving to ensure experience - had to stop trip to get length she wanted — Finds new trails via word of mouth — Would like to see recommendations for clothing you should wear on each trail — Doesn't typically use a map — no worries because PD has trails marked by difficulty — Prepared by bringing water, sunscreen, bug spray, sunblock at different trails and backpack — Always gets info on a trail prior to visiting. — Looks at pictures prior to going on a hike. — Visits parks websites prior to visiting.

Current Frustrations
I want a smooth hiking experience from start to finish.

Maps not updated regularly. "They maybe print these like once a year?" — "Is this your first time here? Here's a map. Have fun." - typical trail experience — May not know a trail is closed until you come to a fork in the path — "I go to a trail to see nature, not overhear conversations from a lot of other people walking" — AllTrails app is used but length and difficulty of trails are often incorrect or inconsistent = verification — Lack of communication because entrance may be somewhere in with only park rangers but don't offer up a lot of information — Been rained on during a hike — Started navigation issues - took very wrong path when she loses signal

"I would definitely say fear and also just being very guarded and defensive" — Knew when hiking a rock should be close or far, looked at the idea while hiping and using a stick as a walking stick — Challenge was where she parked her car — One difficulty was he forgot where the parked her car — Not knowing where the route is going stresses her out. — Only gets nervous on trails when her car isn't enough signage - gets more worried with less signage — Has gotten lost before due to the lack of signage.

Miscellaneous

Favorite hiking snacks are those that have a wrapper that can be peeled back so you don't have to touch the food. — Live updates from other hikers on trail closures, muddy areas, etc. — Palo Duro Canyon, TX

Outdoor activity increases mood and decreases stress — Safe off-trail areas from more experienced hikers? — Pike's Peak, CO

"So I could say like anxious is something that I do get." — Has been to one national park but has visited many local parks and trails. — Red River

Doesn't think about risks until they come up. — Has also seen national parks advertised on t-shirts and sometimes she investigates the parks and locations. — Doesn't rely on family or friends to find trails.

Likes to go hiking multiple days. — Enjoys nice views when hiking a trail. — Prefers looped trails vs straight trails.

Spends a lot of time with her dog and takes him on hikes. — Has visited several national parks. — Prefers more organic trails

Affinity Diagram Highlights

Behaviors
Users love the outdoors and getting the chance to go outside after a long day of work indoors.

Amenities & Determining Factors
Users like to have nice scenery to view, activities to do, and facilities available on hiking trails.

Safety Concerns & Measures
Users are concerned with getting lost and coming face to face with a threatening animal, insect, plant, or person.

Hiking Groups/Community Needs
Users are interested in joining others in their community to go on trails and meet new people.

Preparation
Users usually resort to Google or social apps to learn more about a trail in order to prepare for it.

Current Frustrations
Unexpected change of plans due to trail closures, weather, and unreliable maps.

Miscellaneous
Users would benefit from seeing updates about a trail from someone who is also on the trail–maybe ahead of them or more experienced.

We focused primarily on the users' need for safety and community as we began ideating.

User Persona

Taylor Brown
Customer Experience Specialist

ABOUT
30
Full-time Employee
Experienced trail walker, Beginner Hiker

MOTIVATIONS
- They want to go outside more to meet new people and feel connected with the real world.
- Walks are good, but hikes can provide a new challenge and type of workout.

"I go outside to feel human."

BEHAVIORS
- They try to eat healthy, but end up succumbing to junk food.
    - Going on walks counters this behavior for them.
- Spends most of the day inside staring at a computer screen because they work from home.

PAIN POINTS
- Trail directory info is only accurate sometimes.
- Find too many unexpected obstacles when on a trail walk.
- They never know what type of dangers are on their path; from plants and animals to other people.
- Not enough signage on the trails so they get lost.

User Insights and Problem Statement

Insights:

During **user interviews**, we discovered that **our users need a more accurate source of information for the trails they take** because **they often feel unprepared when encountering obstacles in nature.**

Therefore, we believe that **people seeking more outdoor activities often struggle to trust the information they find online** and that we might be able to help if we **promote a community-based app experience that is not behind a paywall.**

We might do this by **allowing app users to share and discuss their trail experiences with others on the platform as well as form hiking/walking groups.** Doing this will allow our users to **feel more confident in their preparation and overall outdoor experience.**

Problem Statement:

We believe that creating an app that connects hikers with other outdoor enthusiasts and provides them with the resources they need to stay safe on the trail will not only provide hikers with the tools they need to navigate trails with confidence but also foster a sense of community among users. We will design an app that inspires users to explore the great outdoors and push themselves to new heights.

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Competitor Analysis

[Link to Competitor Analysis Breakdown](#)

Competitor Analysis Photos - TrailLink
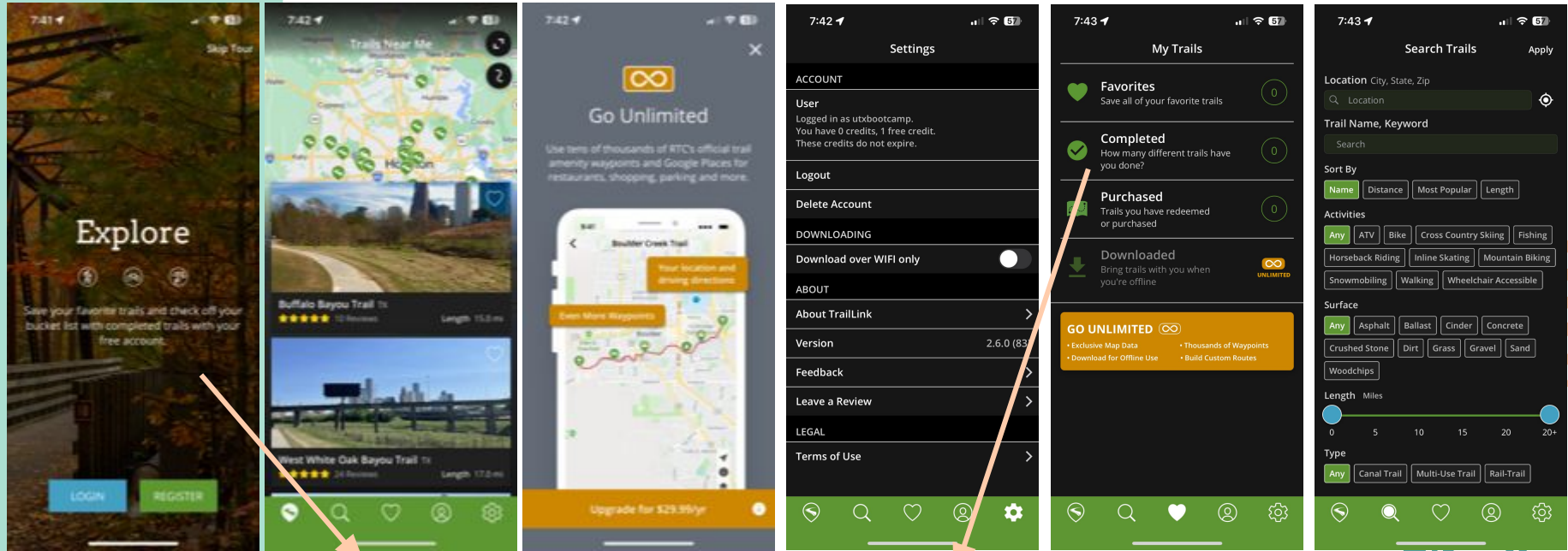
Search features allow a lot of variety depending on area. Completed trails feature is cool, but could be improved to show competition with other users possibly? Aesthetics on splash screen with nature background are visually pleasing, but within the app, the design is not incredibly modern.

Competitor Analysis Photos - TrailLink
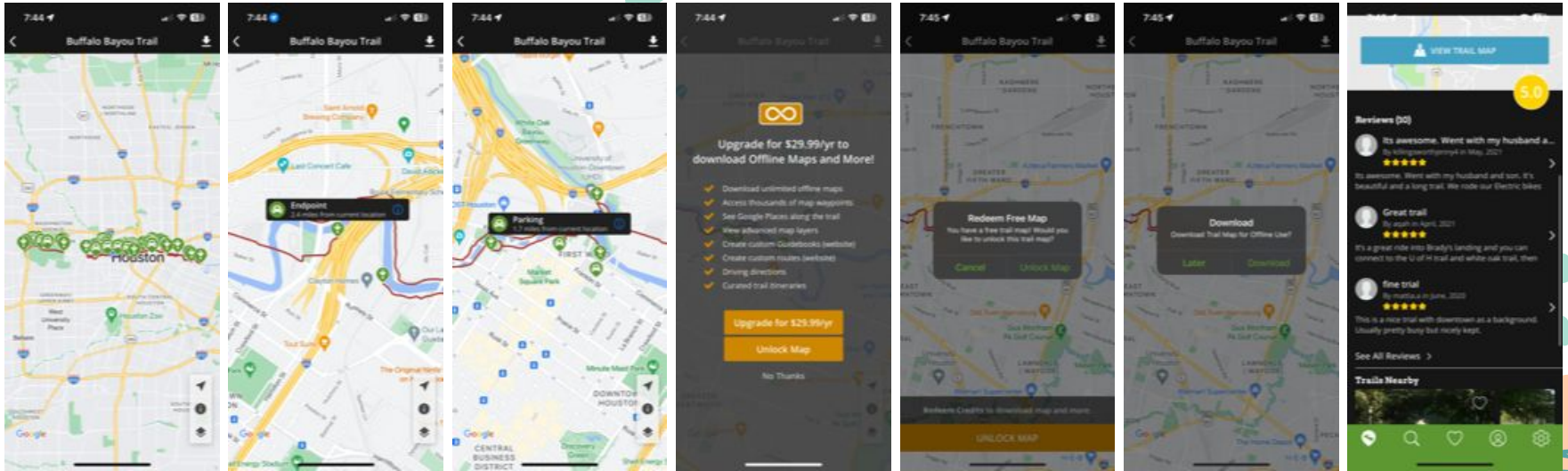
Only one free downloadable map (for offline use) before paywall. Maps are a bit confusing with only a few icons and no legend to be found (have to click to see what they are). Reviews are nice but not very new or regularly updated.

Competitive Analysis Photos: Trailforks

^ Onboarding >

View of trails
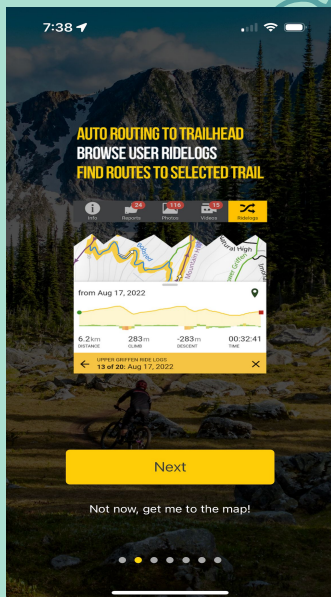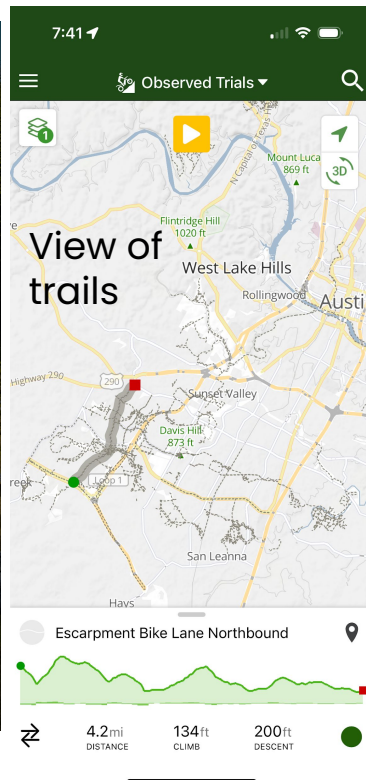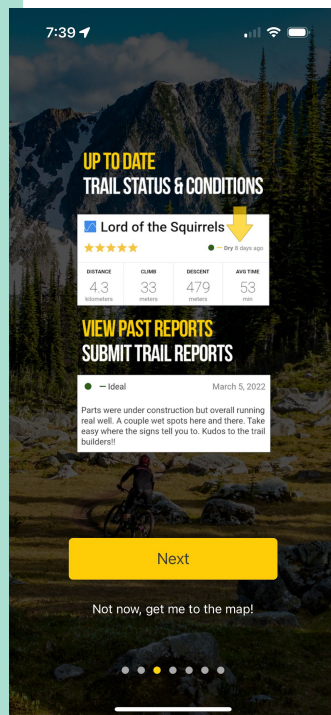
Emergency button from drop down menu
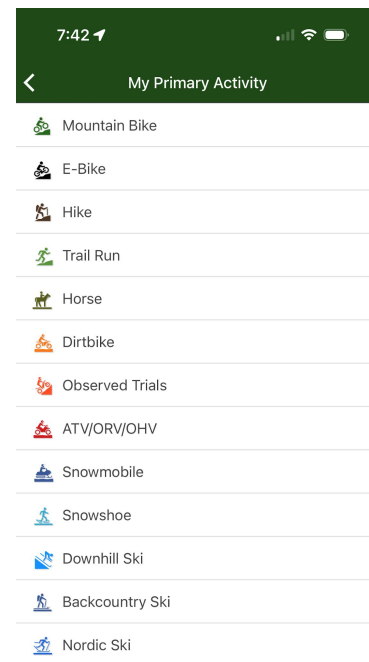
List of various trail types

Call 911

Competitor Analysis - AllTrails
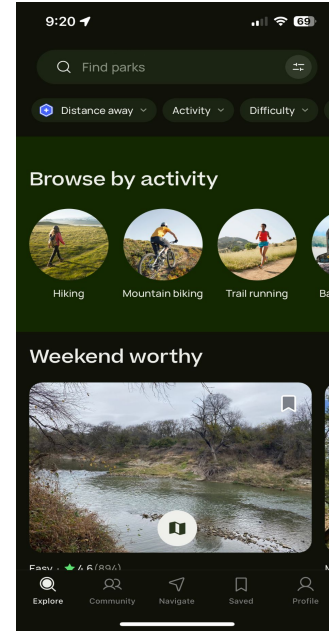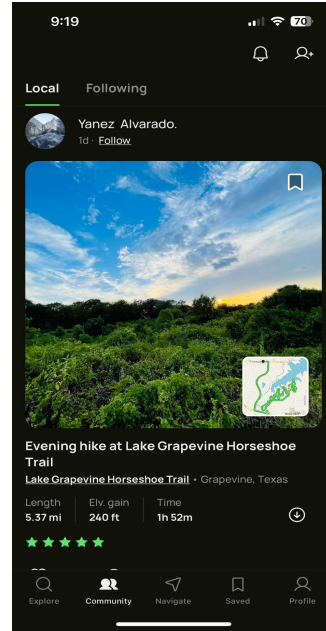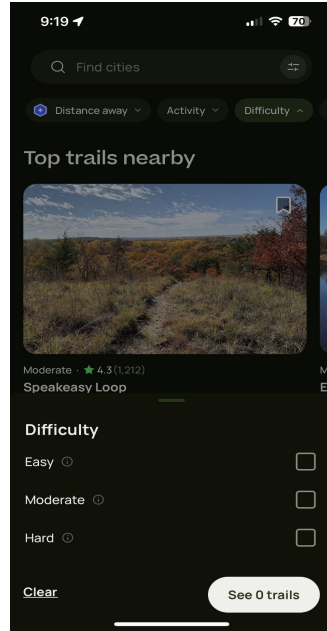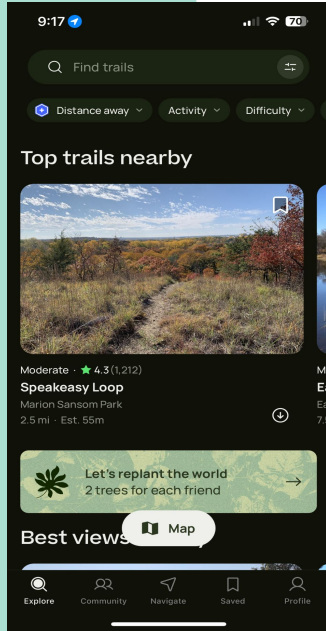
Very competitive app, however it's completely user-generated causing different flaws that present themselves at random times for users. Has a lot of features but users find it very highly priced.

Competitor Analysis Photos – Austin Parks & Rec: Trail Directory

Legend
- ♦ Mile Marker
- Drinking Fountain
- Pier or Dock
- Boat Ramp
- Restroom
- Rowing Dock and Rentals
- Kiosk
- Fitness Station
- RA Rest Area
- Ann and Roy Butler Trail
- Shared Use Trail
- Off Leash Dog Area

Yield to slower trail users and pass on the left with care.

When approaching congested areas, please slow down.

No motorized vehicles are allowed on the trail.

All pets must be on a leash 6 feet or less in length, unless playing in the designated off-leash area at Auditorium Shores.

Please clean up after your pets.

Trail Miles (Round Trip)	Roberta Crenshaw Bridge (Mopac)	Pfluger Bridge	South 1st (Drake) Bridge	Congress (Ann Richards) Bridge	IH-35 Bridge	Longhorn Dam
Roberta Crenshaw Bridge (Mopac)		3.1	4.23	4.82	6.9	10.15
Pfluger Bridge	3.1		1.56	1.96	4.13	7.21
South 1st (Drake) Bridge	4.23	1.56		1.08	3.25	6.32
Congress (Ann Richards) Bridge	4.82	1.96	1.08		3.22	6.3
IH-35 Bridge	6.9	4.13	3.25	3.22		4
Longhorn Dam	10.15	7.21	6.32	6.3	4	

Legend
- Trailhead
- ♦ Trail Mile Marker
- Dam
- Falls
- Swimming Area
- Climbing Wall
- Scenic Overlook
- Restroom
- Kiosks
- P Parking Lot
- Shared Use
- Hike Only
- Mountain Bike
- Other City of Austin Parks
- Barton Creek Greenbelt
- Barton Creek Wilderness Park

Trail Signs Legend
- To Parking Lot
- Water Crossing
- 11 Mile Intermediate Bike Route
- Difficult Feature
- Emergency Information

Map Legend
- Parking
- Kiosk
- Restrooms
- Pool
- Difficult Feature
- Trailheads
- 100● Emergency Information Intersections

Walnut Creek Metro Trails
- ➤ Arrows suggest direction for Intermediate Route
- •> Intermediate Route(11 Miles)
- ⋁ Other Trails and Loops
- Sports Fields
- Overhead Power Lines
- Other City of Austin Property
- ⋍ Creeks and Drainage
- City of Austin Parks

Feet
0   250   500

Download the **Trail Directory** to view a PDF document with additional information about the trails listed below, including surface types. Trails are organized alphabetically.

A Yes for ADA Accessible indicates a section of the trail that meets ADA at the time it was constructed. It is recommended the trail be reviewed and compared to user capabilities prior to use
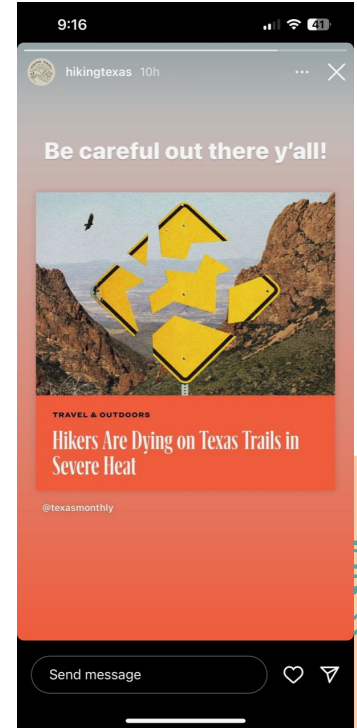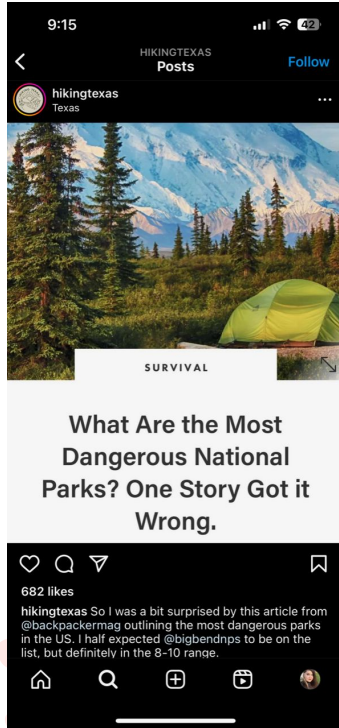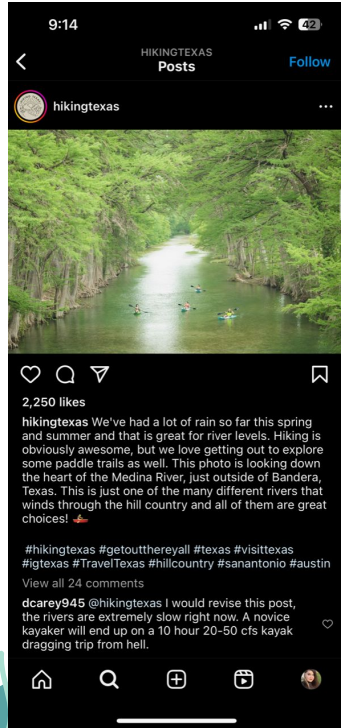
| A | B | C | D | E | F | G | H | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | Y | Z |

A

Trail Name	Address	Usage Type	ADA Accessible	Area of Town	Trail Distance (in Miles)

Circle C Ranch Metro Park:
The Veloway

Legend
- M Memorial
- Restroom
- P Parking Lot
- Shared Use Trails
- City of Austin Parks

AUSTIN PARKS & RECREATION
Cultural Places, Natural Spaces

Competitor: @hikingtexas Instagram Account

"I Like, I Wish, What If" Ideation

I Like
I Like statements that can represent what is possible right now.

- I like knowing the trail before heading out.
- I like knowing the possible weather conditions before going on a long hike.
- I like when I know how long a trail is.
- I like knowing if there are wild animals to look out for.
- I like when their's clean restrooms and water fountains at the parks I visit.
- I like having human company when I go on a hike or walk.
- I like trails that are in loops because I don't see the same scenery.
- I like being prepared.
- I like seeing reviews I can trust
- I like having a reliable app.

I Wish
I Wish statements can represent what is possible in the near future.

- I wish I knew if there was sketchy activity on a trail.
- I wish I knew about wild animals that could appear on the trail.
- I wish the trail length listed was accurate.
- I wish there was a bathroom on every trail.
- I wish there was a group I could walk with.
- I wish I didn't have to pay for good features.
- I wish there was a guide for the trails I take.
- I wish I felt confident when approaching difficult trails.
- I wish I had updated information on trail closures
- I wish I could see reviews and photos from hikers like me

What if
What If statements can represent what is possible in the far off future.

- What if I could have help not getting lost on a trail
- What if a service could help me be aware of what wildlife is in my area
- What if I could be alerted of storms in the area with updates as they develop
- What if I could know the location of all water fountains on a trail
- What if a service could tell me about all the bathrooms on a trail
- What if I could have an option to emergency call without service?
- What if I could have updated feedback from users on trail length/difficulty
- What if a service could give me first aid tips for common poisonous plants in the area?
- What if a service could give me first aid tips for common poisonous snakes in the area?
- What if a service could provide immediate updates of trail closures?
- What if I could be alerted to suspicious activity on the trails from other users?

A closer look

Feature Prioritization Matrix

High Complexity

Low Complexity

Low Impact ⟶ High Impact

- What if I could be alerted of storms in the area with updates as they develop
- I like having a reliable app.
- What if I could have an option to emergency call without service?
- What if a service could provide immediate updates of trail closures?
- What if I could be alerted to suspicious activity on the trails from other users?

- I like knowing if there are wild animals to look out for.
- I like knowing the possible weather conditions before going on a long hike.
- I like having phone service.

- I like when their's clean restrooms and water fountains at the parks I visit.
- I wish I knew about wild animals that could appear on the trail.
- What if I could know the location of all water fountains on a trail
- I wish I knew if there was sketchy activity on a trail.
- I wish I had updated information on trail closures
- What if I could have updated feedback from users on trail length/difficulty

- I like trails that are in loops because I don't see the same scenery.
- I wish there was a guide for the trails I take.
- I wish the trail length listed was accurate.
- I wish I could see reviews and photos from hikers like me
- I wish there was a group I could walk with.
- I like having human company when I go on a hike or walk.

- I like being outside, walking my dog.
- I like being prepared.
- I like when I know how long a trail is.
- What if I could have help not getting lost on a trail
- I like knowing the trail before heading out.
- I like seeing reviews I can trust

- What if a service could give me first aid tips for common poisonous snakes in the area?
- What if a service could give me first aid tips for common poisonous plants in the area?
- I wish I didn't have to pay for good features.

Matrix Highlights

- I wish I had updated information on trail closures.
- I like knowing if there are wild animals to look out for.
- What if I could have an option to **emergency call** without service?

- I like seeing **reviews I can trust**.
- I wish the trail length listed was accurate.
- What if a service could give me **first aid tips for common poisonous plants** in the area?

Initial User Journey Map

Taylor Brown
Age: 30 **Occupation**: Customer Experience Specialist **Location**: Austin, TX

Goals: Finding more of a challenge outdoors / Having confidence in her hikes

UX Scenario:
Taylor wants to plan a Saturday hike on a nearby trail. After she finishes work on Friday, she begins research to decide on which trail she should visit.

Motivations:
Taylor is challenging herself with a hike since she's used to walking trails.
Taylor wants to find reliable information regarding trail length and difficulty.
Taylor needs reliable information to help her feel safe on her hike.

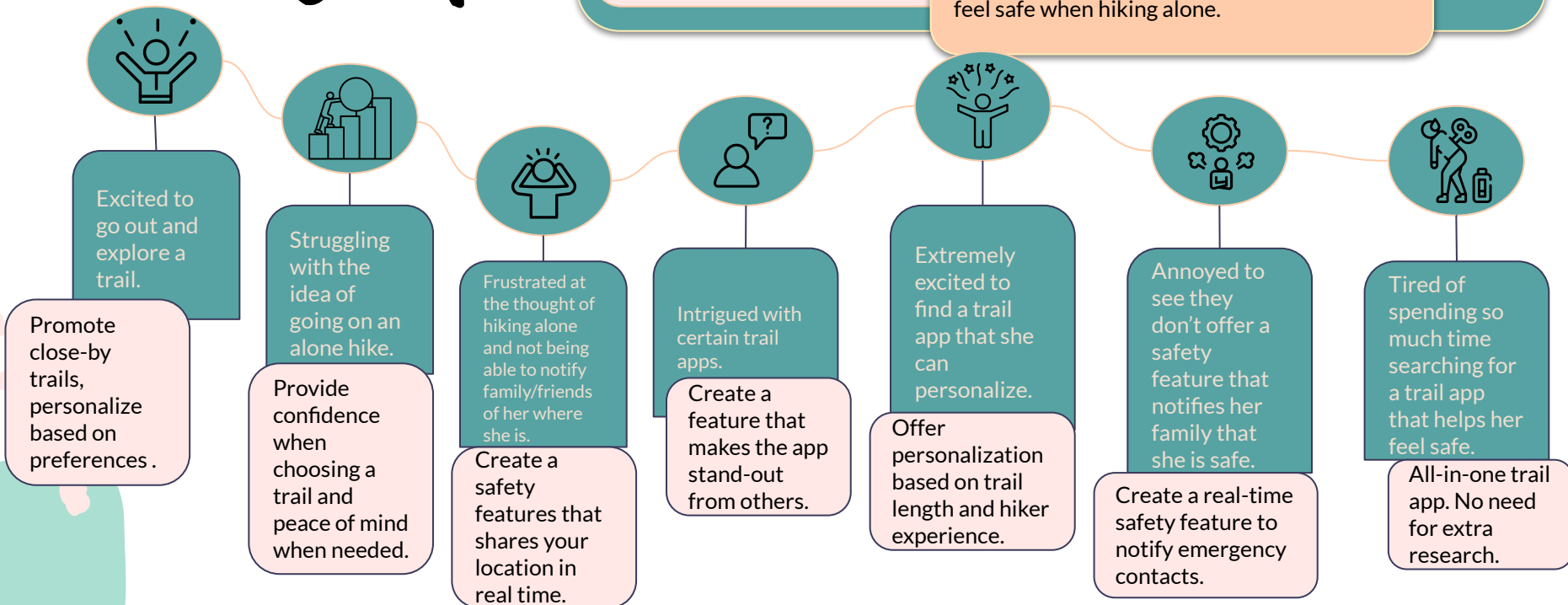|							
Journey Step *What is the user doing?*	Searches Instagram for "Hiking in Austin" to see some inspirational photos	Googling hiking trails in the area	Clicking through different sites that are recommended in the Google search	Sees app recommendations in Google results and downloads one	Scrolls through trails and sees length and difficulty	Sees that some information is behind a paywall	Reaches out to her friend for assistance
Feelings and Thoughts *What is the user thinking and feeling during this step in the process?*	Excited to find and explore new places in her area "These views are gorgeous!"	Struggling to trust "Best Hikes" lists that pop up in search results "How can I be sure these aren't just written for promotional purposes? What about reviews from locals?"	Frustrated that length and difficulty level are left off of many websites "How am I supposed to prepare if I don't know what to expect?"	Intrigued with a new service that could possibly help "It may be nice to have all of the information I need in one place."	Extremely excited to see the information she was looking for immediately "This is what I needed! Now I can see exactly what to expect as a fairly new hiker."	Annoyed that she cannot download all of the material she wants without paying "Well... I guess I may have enough information to go, but I don't want to pay for a service I haven't fully experienced yet."	Tired after spending a lot of time researching. Worried about information reliability. "What if I lose service on the trail and can't access the map? What if the information is inaccurate and something happens?"
Positives & Pain Points *Is this step in the journey an overall positive, neutral, or negative experience?*	①	②	③	④	⑤	⑥	⑦
Opportunities *How can we help? Where are there areas for improvement?*	Promote photos from real users	Encourage reviews and feedback from real visitors on the app	Make sure to include length of the trails as well as beginner/moderate/expert levels of difficulty with clear definitions and expectations (possibly from users themselves)	App will show concise blurbs of trails with most important information up front to keep clicks to a minimum		Remove paywall or allow for a trial with free downloadable material first	Have users not rely on cell service / implement safety procedures

Updated User Journey Map

Taylor Brown
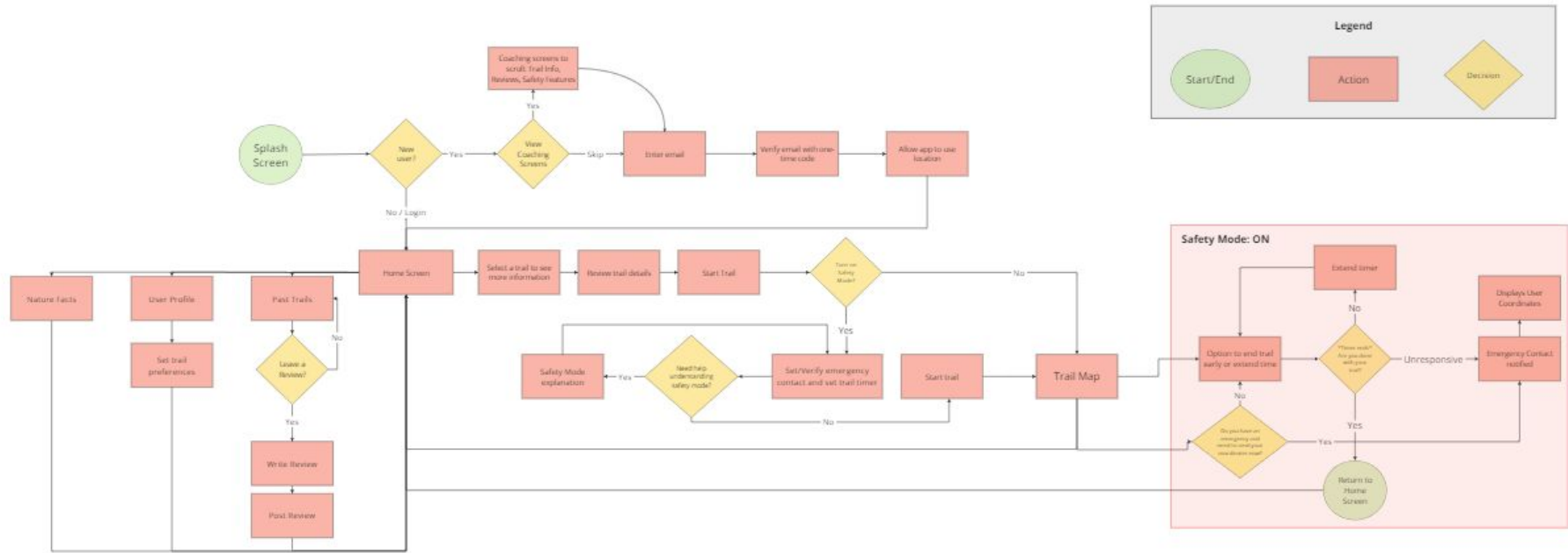**Age:** 30 **occupation:** customer specialist **Location:** Austin, TX
Goals:
Find the right trail for her & feel safe on her hikes.

UX scenario
Taylor is planning an alone Saturday hike. After work she researches to decide what trail to visit.

Motivations
Taylor wants to find reliable info regarding trail length and difficulty. She also would like to feel safe when hiking alone.
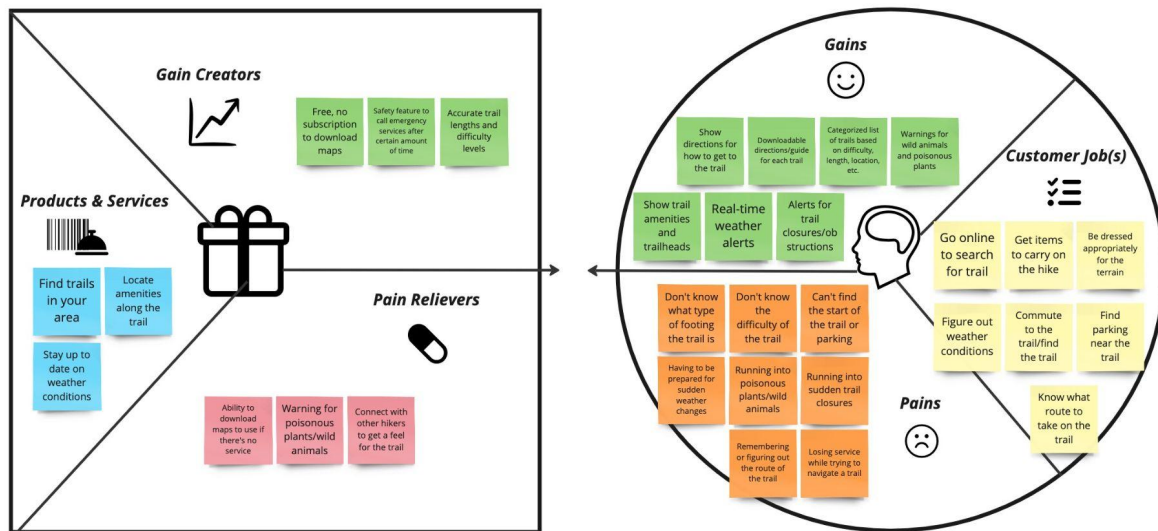
Excited to go out and explore a trail.

Promote close-by trails, personalize based on preferences .

Struggling with the idea of going on an alone hike.

Provide confidence when choosing a trail and peace of mind when needed.

Frustrated at the thought of hiking alone and not being able to notify family/friends of her where she is.

Create a safety features that shares your location in real time.

Intrigued with certain trail apps.

Create a feature that makes the app stand-out from others.

Extremely excited to find a trail app that she can personalize.

Offer personalization based on trail length and hiker experience.

Annoyed to see they don't offer a safety feature that notifies her family that she is safe.

Create a real-time safety feature to notify emergency contacts.

Tired of spending so much time searching for a trail app that helps her feel safe.

All-in-one trail app. No need for extra research.

User Flow

A closer look

Value Proposition Canvas

Gain Creators

Free, no subscription to download maps

Safety feature to call emergency services after certain amount of time

Accurate trail lengths and difficulty levels

Products & Services

Find trails in your area

Locate amenities along the trail

Stay up to date on weather conditions

Pain Relievers

Ability to download maps to use if there's no service

Warning for poisonous plants/wild animals

Connect with other hikers to get a feel for the trail

Gains

Show directions for how to get to the trail

Downloadable directions/guide for each trail

Categorized list of trails based on difficulty, length, location, etc.

Warnings for wild animals and poisonous plants

Show trail amenities and trailheads

Real-time weather alerts

Alerts for trail closures/obstructions

Customer Job(s)

Go online to search for trail

Get items to carry on the hike

Be dressed appropriately for the terrain

Figure out weather conditions

Commute to the trail/find the trail

Find parking near the trail

Know what route to take on the trail

Pains

Don't know what type of footing the trail is

Don't know the difficulty of the trail

Can't find the start of the trail or parking

Having to be prepared for sudden weather changes

Running into poisonous plants/wild animals

Running into sudden trail closures

Remembering or figuring out the route of the trail

Losing service while trying to navigate a trail

My organization TrailScout is developing an app that helps adult hikers solve their safety concerns when it comes to exploring new trails.

We're better because we not only show accurate trail maps, but we also have a safety feature that ensures you make it through your hike safe and sound.

We're believable because our features come directly from the outdoor enthusiasts that need them.

miro

Storyboard

Taylor is wanting to change up her walking routine and wants to start hiking.

Taylor gets ready for her first hike, but feels unprepared.

Taylor goes on her first hike, and she gets lost. She worries about how to get back and cannot reach anyone on her phone.

Taylor's friend, who is experienced in hiking, showed her the app TrailScout.

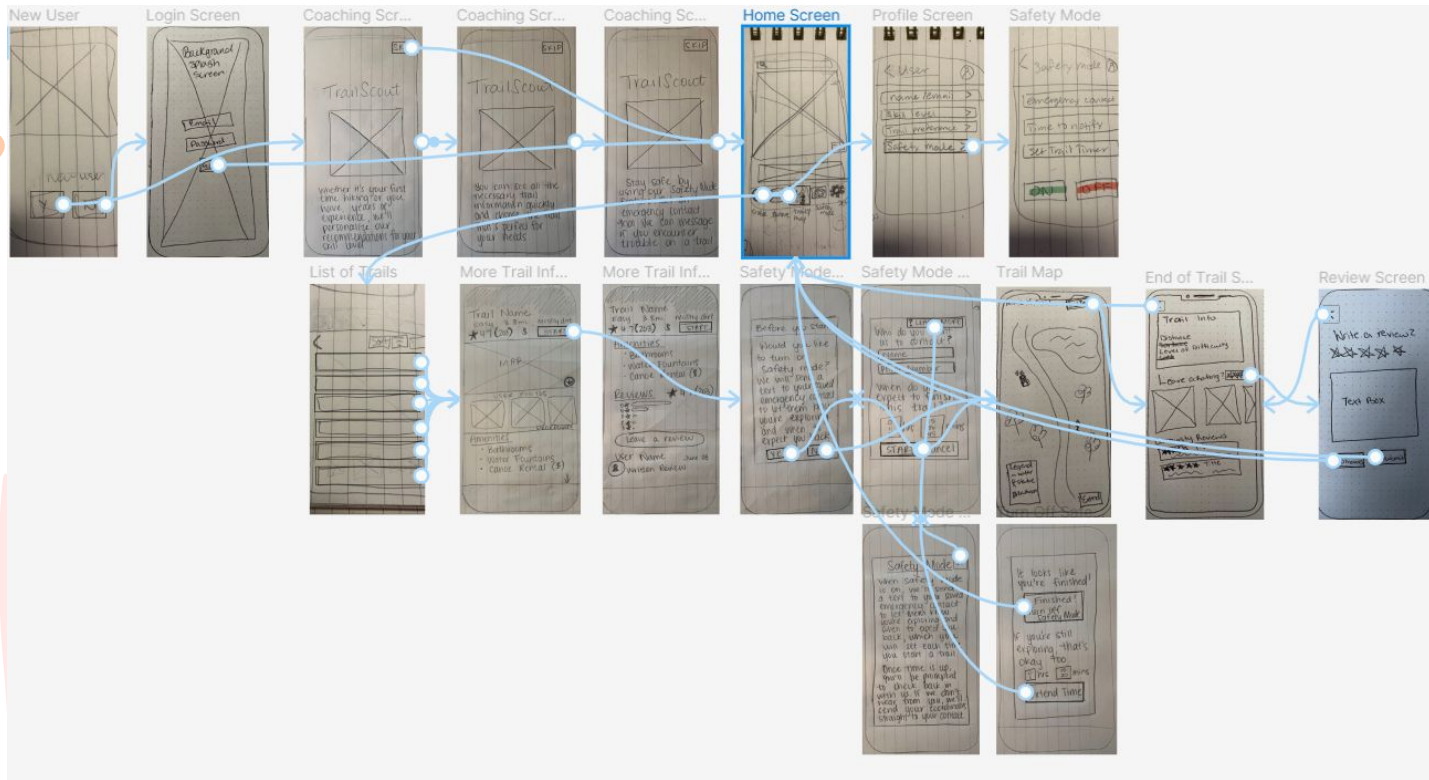Taylor looks into the app and finds a beginner trail that fits her level.

Taylor goes on another hike, using TrailScout app and its Safety Mode, and she has a better experience and feels more confident and safer in hiking.

Taylor is feeling great about her experience and tells her friends about the app.

Lo-Fi Wireframes

Link to clickable Lo-Fi Wireframes
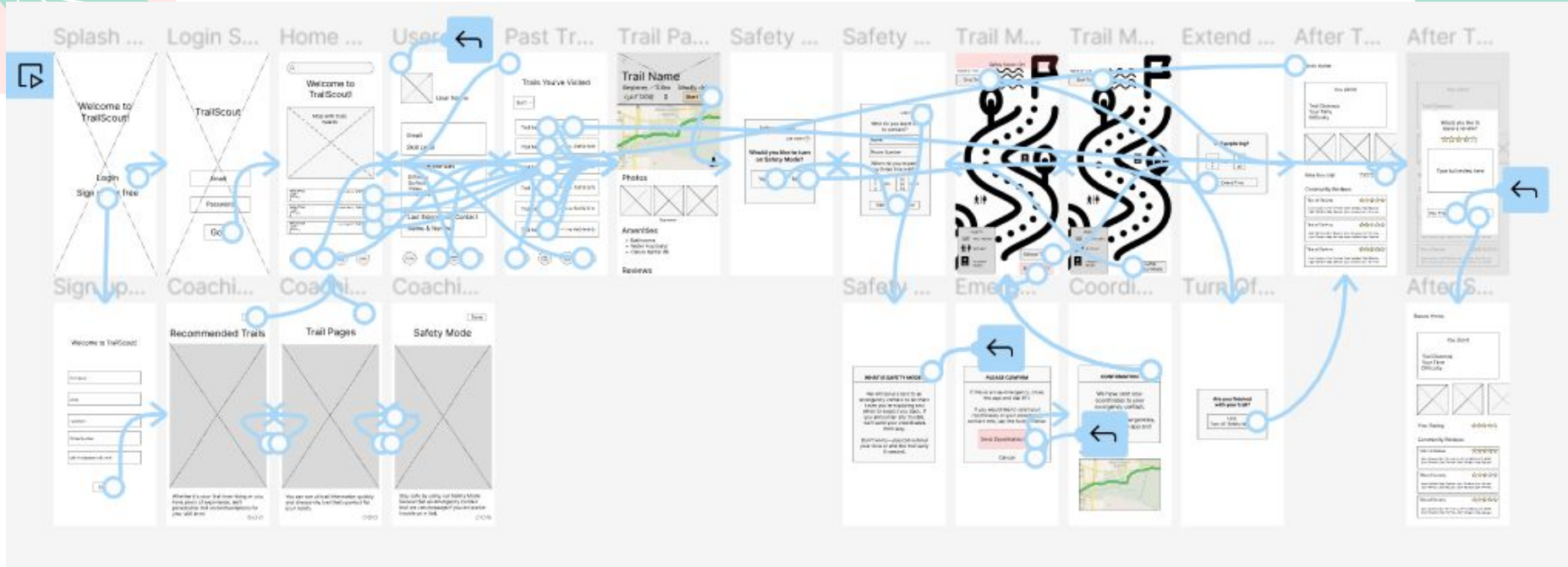
Mid-Fi Wireframes

Wireframing User Testing Plan

Click for User Testing Plan

	A	B
	TASK	**SUCCESS RATE**
	Overall Success Rate	62.00%
	TASK 1: Consider yourself a first time user of the app and navigate to the home screen.	70.00%
	TASK 2: Leave a review for a trail that has been previously visited.	70.00%
	TASK 3: Review trail options and start a hike.	60.00%
	TASK 4: Utilize Safety Mode while on a trail.	50.00%
	TASK 5: Send coordinates to your emergency contact.	60.00%
	KEY	**SCORE**
	User successfully completes task	1
	User partially completes task	0.5
	User does not complete task	0

User Tests

Madison
User Test

Toni
User Test

Chelsea
User Test

Jennifer
User Test

Alana
User Test 1
User Test 2

Prototype Iterations

Safety Mode: ON

Name of Trail
End Trail

Name of Trail
End Trail

Legend
Water Feature
Restroom
Historical Marker
Extend Time

Legend
Water Feature
Restroom
Historical Marker
Enable Safety Mode

Legend
Water Feature
Restroom
Historical Marker
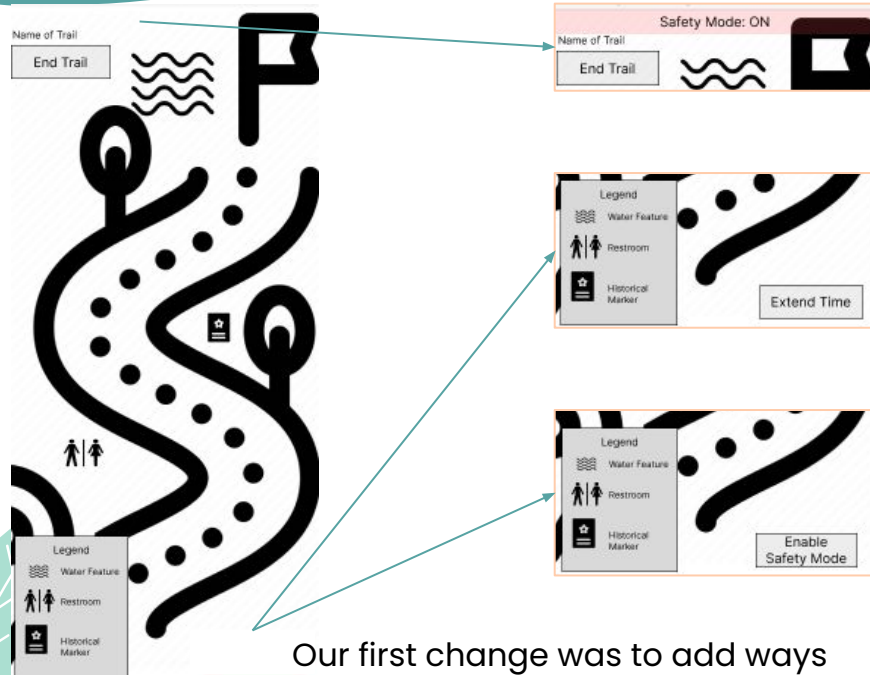
Our first change was to add ways that users could be sure they were in safety mode or turn it on/off even as they were exploring.

We also simplified a few screens by breaking down information and prompting users to do specific tasks separately.

Are you finished with your trail?

I am!
Turn off Safety Mode

If you're still exploring, that's okay too!

0
1   Hrs

15
30   Mins
45

Extend Time

Are you finished with your trail?

I am!
Turn off Safety Mode

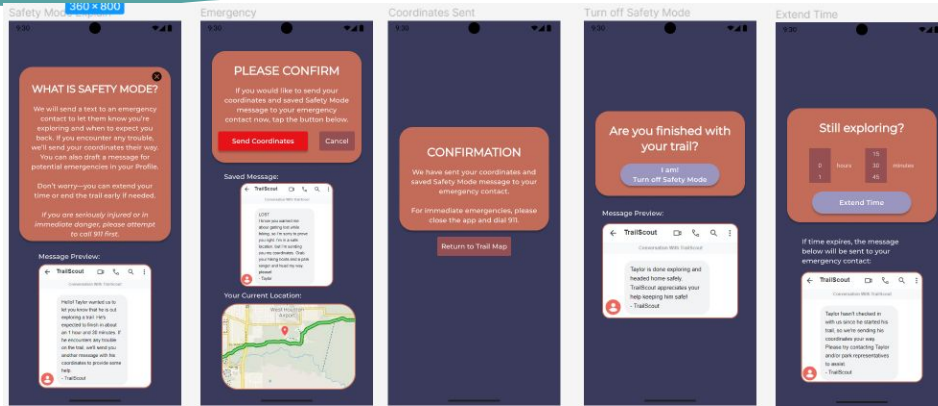Still exploring?

0
1   Hrs

15
30   Mins
45

Extend Time

Initial High-Fi Wireframes (Android)
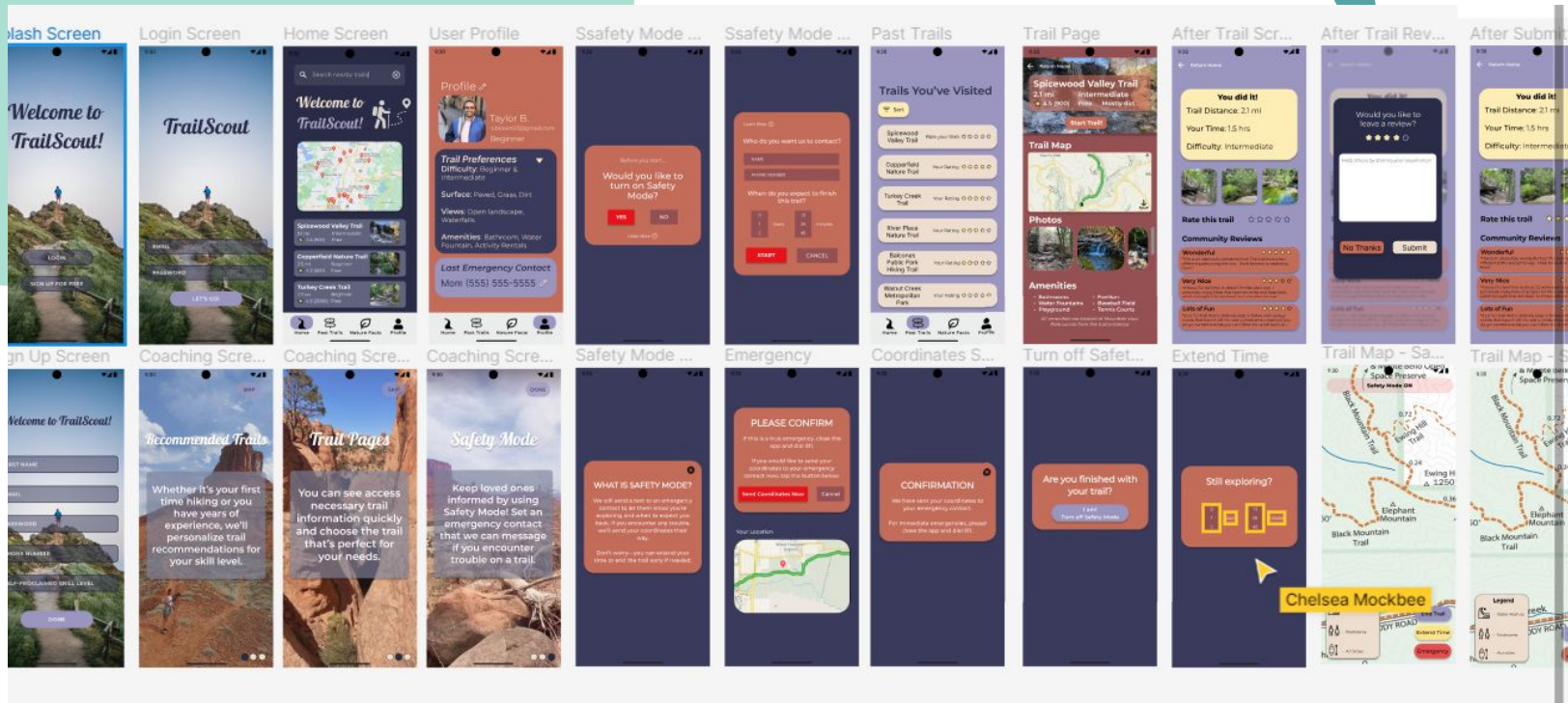
**Link to Clickable High-Fi Wireframes**

Prototype Iterations

After some extremely helpful feedback during multiple rounds of user testing, we figured users would benefit from message previews in order to be sure of the message being sent out at every step.

We also allowed users to draft their own messages to send to contacts so that minor emergencies didn't seem as threatening coming from the app itself and could be worded exactly how they needed. However, they still have the option to send an emergency text if needed.
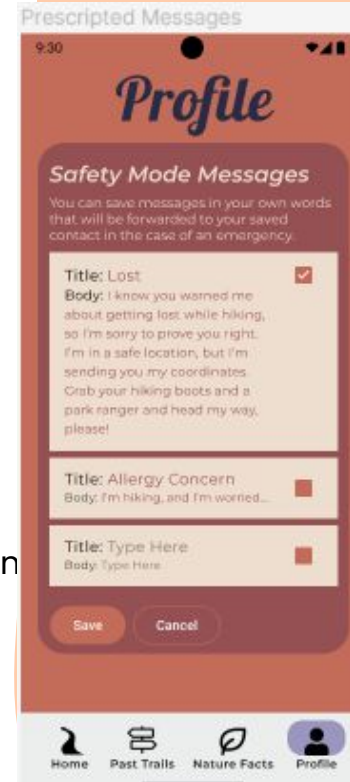
Appendix

Behind the Pitch

"The idea to create *TrailScout* came from my desire to be more in contact with nature. I thought about the problems I was facing or would face as a first time hiker and decided to create an app that would put my mind at ease. Throughout this project I learned that my problems were very general problems when looking for a reliable hiking app, and with the help and collaboration of my team, we were able to bring *TrailScout* to life."

\- Jennifer Olave

TrailScout Reference Images
(Linked)