



WILLDER

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Introduction

A morning jog through peaceful woods, kayaking on a placid lake, the view from the top of a rock climbing route. These and many other outdoor activities bond people to the incredible natural world we live in. In this technology driven age, it is often hard to make time to enjoy the outdoors. Laptop screens glare in the sun and there are no phone chargers outdoors, but the outdoors offers many benefits for maintaining physical and mental well-being that the indoors cannot match.



Part One:
Problem Overview

Design Problem

Audience

Application Space

Objective

Mission

Solution

Design Problem

There is no central and reliable source for finding various outdoor activities.

'Word of mouth' is the most common form of finding recommended outdoor activities like hiking trails, climbing routes, etc. The websites, mobile applications and books that exist as guides to outdoor activities provide information for only one outdoor activity or one location. These existing guides support niche groups despite the fact that 87% of hikers participate in multiple activities. There is no successful comprehensive outdoor activity guide.

A pain point arises when searching for a hiking trail (or other outdoor activities) online. People are spending too much time searching through various niche websites for the information they need. This 'weeding through' niche websites process causes people to turn away from the unreliable web search and rely on word of mouth.



Hypothesis

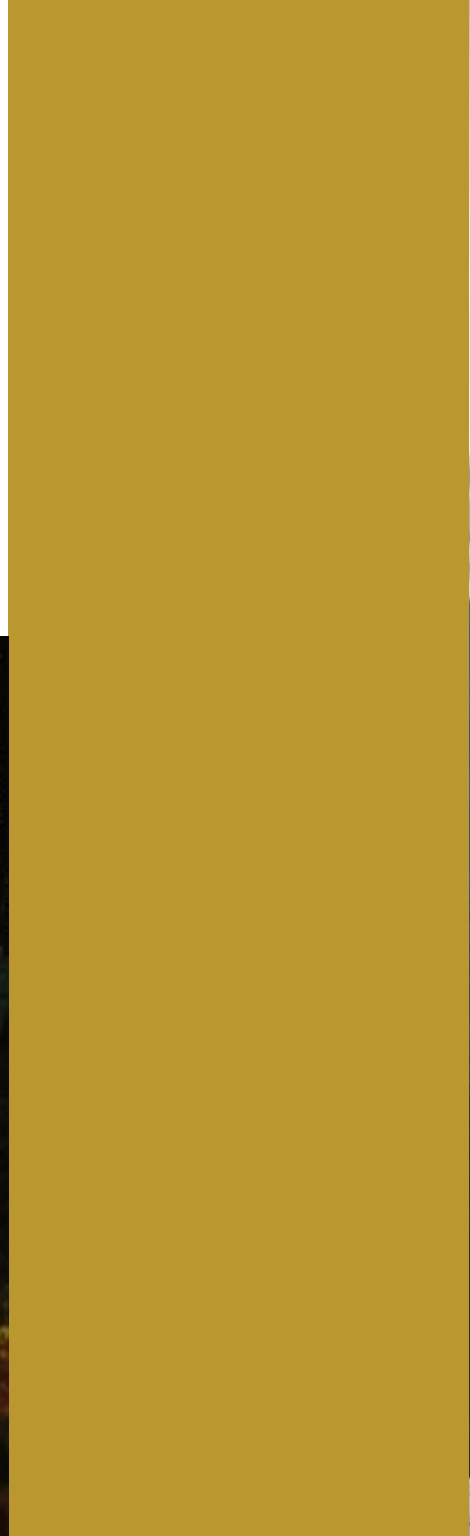
A source that provides information about various outdoor activities within close proximity to users, recommended by the community of users.



Audience

The audience for this solution ranges from people who casually enjoy the outdoors to full-blown outdoor enthusiasts. They do not go outside just for the exercise; they have a deeper connection with the outdoors that keeps them coming back. They are explorers continuously wanting to go to new places, try new activities and

have new experiences. They are realistic when considering the time and money they can invest in outdoor trips, thus valuing proximity when searching for activities. They are not just hikers; they enjoy a wide range of outdoors activities, from water sports to snow sports and everything in between.



While engaging in outdoor recreation, 41% of participants use their smartphone more than other technologies or no technology at all.

Application Space

At its core, outdoor adventures are mobile; it only makes sense that a mobile platform is the best space for this solution to live. A mobile application allows for location-based searches, access to information while traveling or on the trail, activity tracking, and on-site photography and documentation. A mobile application can be used for downloading guides and maps for access in no Wi-Fi zones, a common occurrence in the wilderness.

Objective

What specific issues in this problem space can design address and improve upon?

Access

Solve current sites problems (confusing, do not appear reliable, provide the wrong information) for a better user experience

Excite

Inspire and excite users to go outdoors more

Trust

Encourage users to try new locations and activities (trustworthy and comfortable)

Inspire

Encourage novice adventurers to continue to explore and spark passion in those who aren't interested in the outdoors

“ There is a love of wild nature in everybody, an ancient mother-love showing itself whether recognized or no, & however covered by cares & duties ”

John Muir



Mission

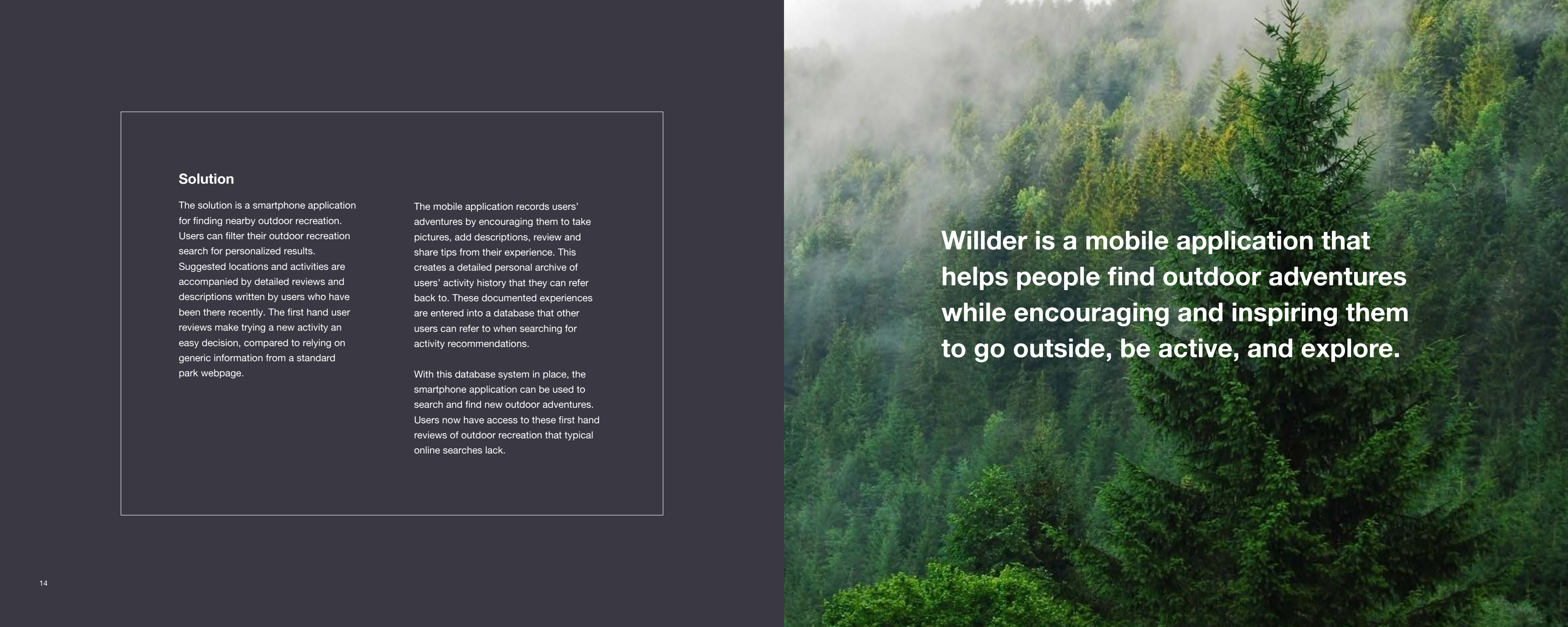
My aim for this thesis project is to create a system that helps people easily locate new outdoor adventures while simultaneously encouraging and inspiring them to go outside, be active and explore. It is your go-to source when wanting to go outside, explore, get active, or have fun in a new and exciting way. The system will encourage users to document their experiences. Users' thoughts, pictures and videos will be compiled into a personal archive of their adventures that they can refer to at any time.

Solution

The solution is a smartphone application for finding nearby outdoor recreation. Users can filter their outdoor recreation search for personalized results. Suggested locations and activities are accompanied by detailed reviews and descriptions written by users who have been there recently. The first hand user reviews make trying a new activity an easy decision, compared to relying on generic information from a standard park webpage.

The mobile application records users' adventures by encouraging them to take pictures, add descriptions, review and share tips from their experience. This creates a detailed personal archive of users' activity history that they can refer back to. These documented experiences are entered into a database that other users can refer to when searching for activity recommendations.

With this database system in place, the smartphone application can be used to search and find new outdoor adventures. Users now have access to these first hand reviews of outdoor recreation that typical online searches lack.



Willder is a mobile application that helps people find outdoor adventures while encouraging and inspiring them to go outside, be active, and explore.



Part Two:
Solution

Visual Mark
Typography
Colors
Photography
How It Works



WILLDER

Find your next adventure.



Visual Mark

The Willder logotype embraces simplicity while hinting at an edgy and rugged style. It is an effortless combination of the letter W and an evergreen. The Willder brand is centered on the outdoors, thus a tree is the perfect visual for the brand mark. Quicksand, the typeface used for Willder below the mark, has a subtle roundness that gives the logotype an organic aesthetic when combined with the edgier mark. The logotype on the grey background is preferred.



Typography

Quicksand

Aa Bb Cc Dd Ee
 Ff Gg Hh Ii Jj Kk
 Ll Mm Nn Oo Pp
 Qq Rr Ss Tt Uu
 Vv Ww Xx Yy Zz

Alte Haas Grotesk

Aa Bb Cc Dd Ee
 Ff Gg Hh Ii Jj Kk
 Ll Mm Nn Oo Pp
 Qq Rr Ss Tt Uu
 Vv Ww Xx Yy Zz

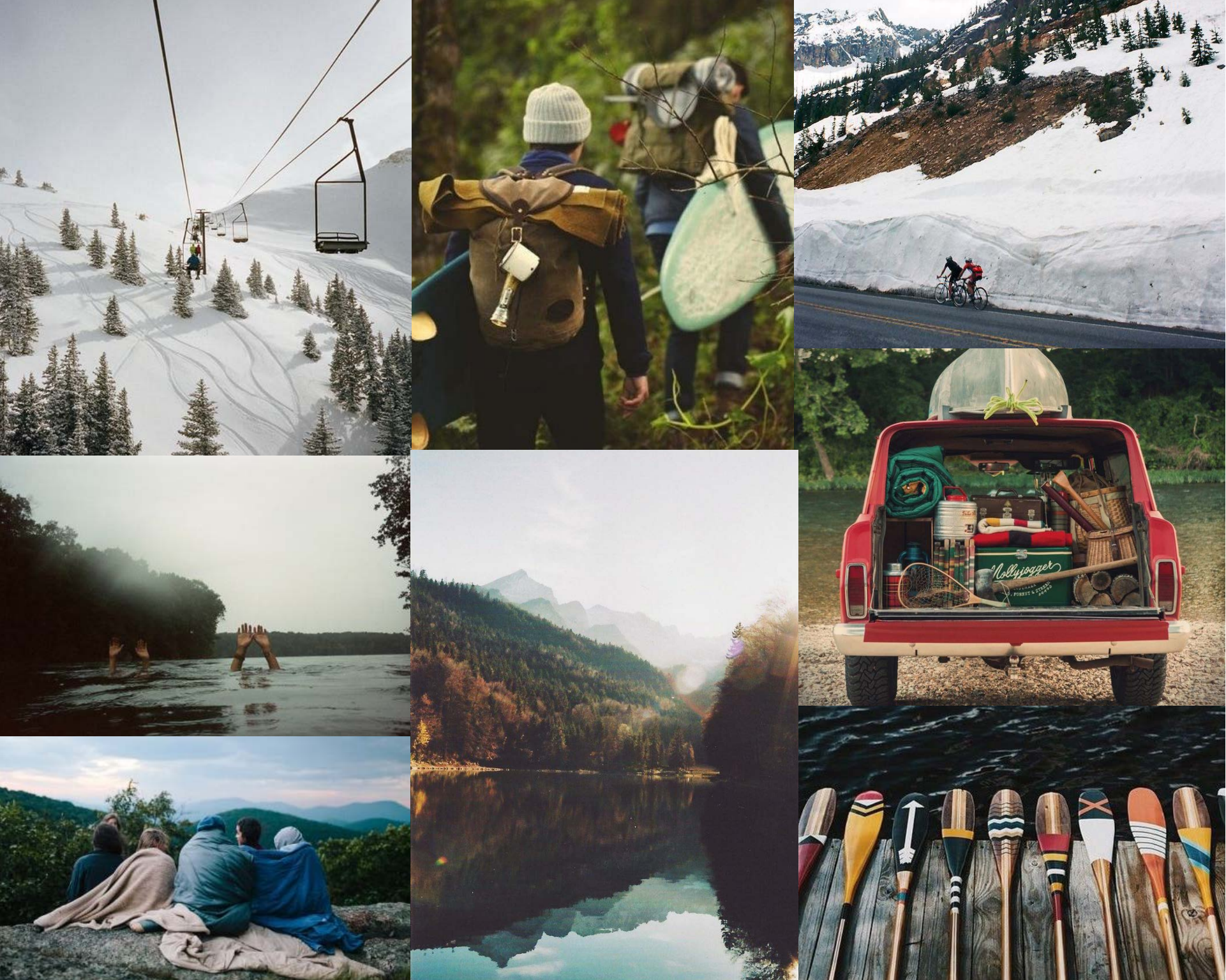
Alte Haas Grotesk Bold

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Colors

The brand colors that accompany the Willder logotype aim to bring a warm and rugged aesthetic to the brand. The greens and greys are most heavily used along with the yellow as a highlight color.



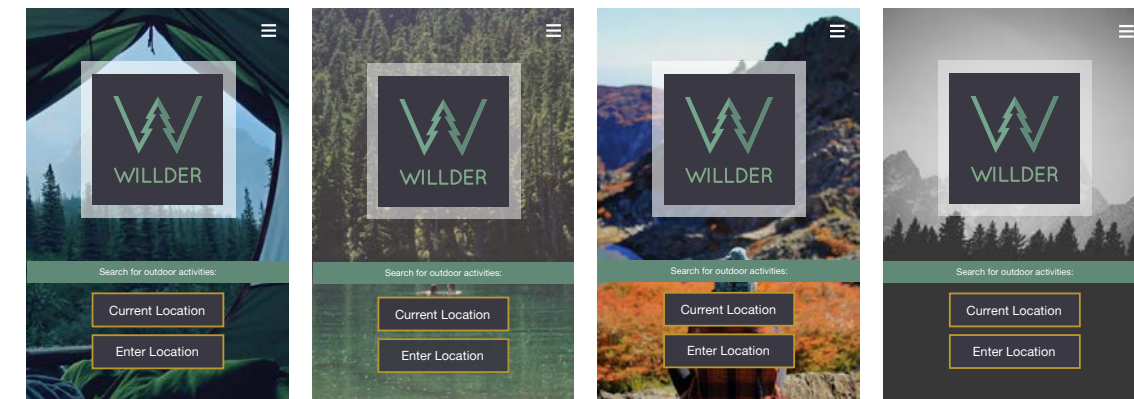


Photography

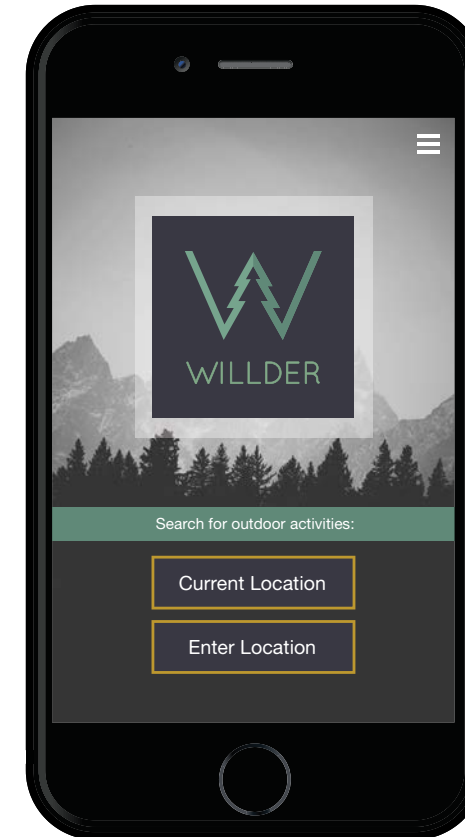
Photography is a crucial aspect in the Willder brand. Because the natural world is so incredibly beautiful, it is easy to understand why photography is necessary. Willder aims to excite, encourage and inspire users to go outside. Visually, one of the best ways to do this is through photography. The Willder photography is genuine, fun and inspiring. The photography style uses a dream-like filter, avoids faces (back of head shots, etc.), and features subjects genuinely enjoying the outdoors as opposed to stock photography.

Dynamic Home Screen

The Willder home page background changes daily. It features the best user submitted photography from Willder adventures. Users can find out where the featured photo was taken and check out the adventure. The dynamic home screen acts as a daily source of inspiration that encourages users to keep exploring the outdoors.

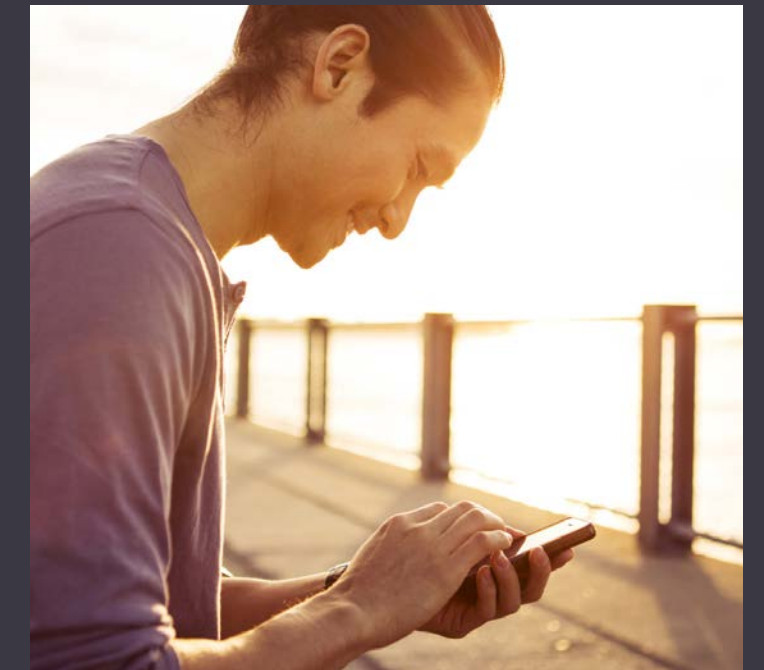


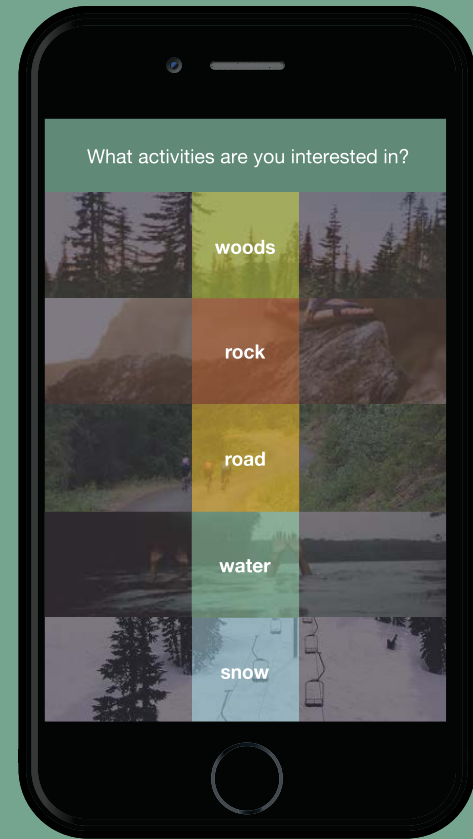
How Willder Works



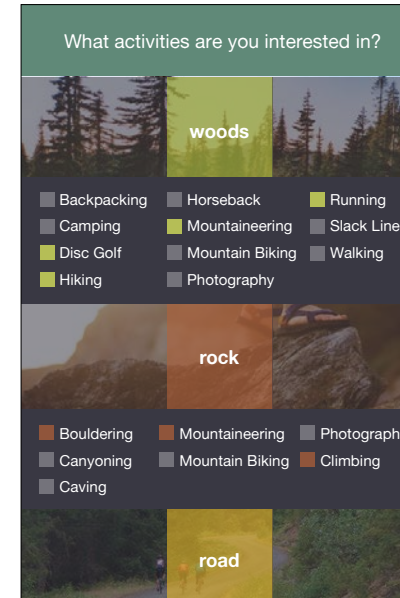
The Application

Willder is a mobile application for finding new outdoor adventures. Willder personalizes searches based on interests and location to generate appropriate outdoor activity suggestions accompanied by detailed reviews from the community of users. Review your own experiences and share them with the Willder community while building a personal archive of your adventures.



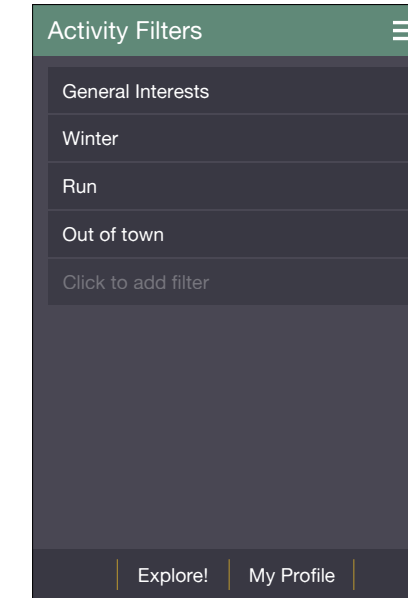


Search for outdoor recreation based on location and interests



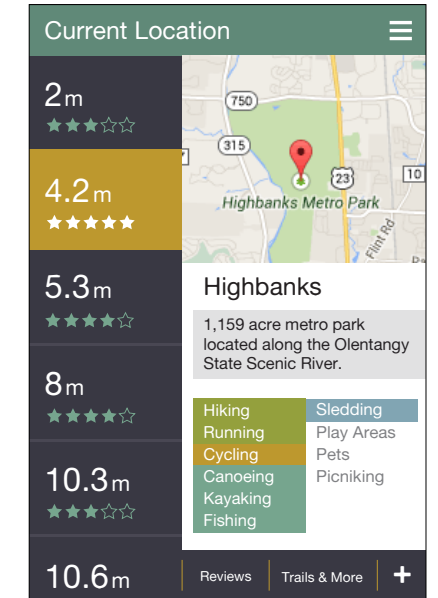
Customize Your Search

Willder works very simply. Start by specifying your activity interests and other preferences in your profile. Creating custom activity filters allows you to bypass entering in your interests every time you use Willder.



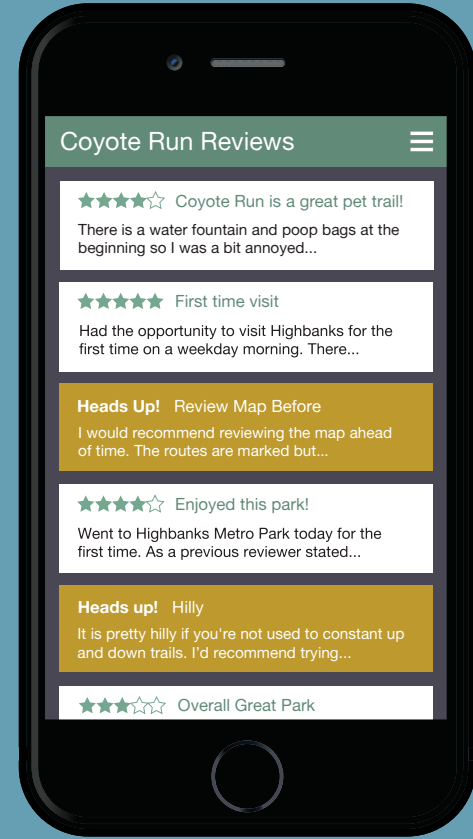
Your Filters

Create multiple activity filters for different moods and occasions. Filters and preferences can be easily managed in your profile.

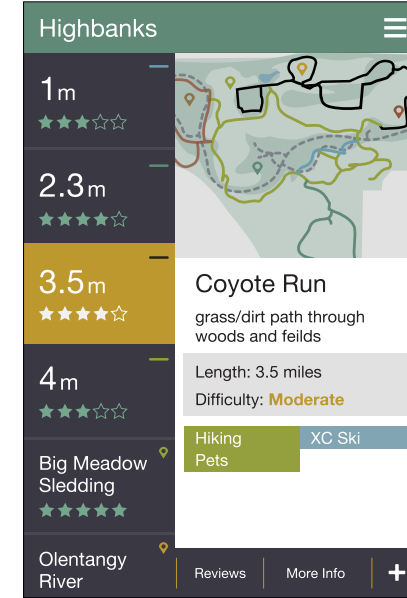


Start Exploring

When you are ready to explore, choose your location, activity filter, and how far you want to travel. Willder will generate a list of nearby spots that have the activities you are looking for.

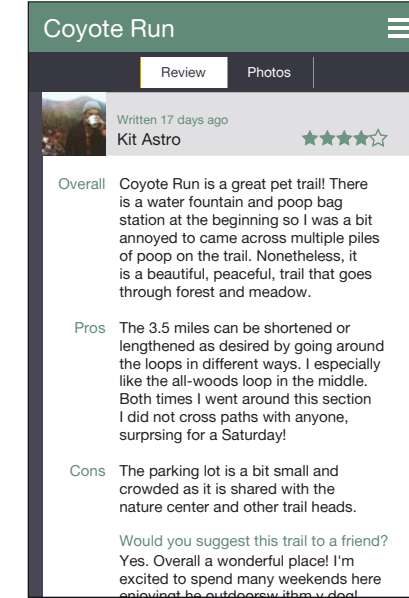


Find the perfect trail with detailed reviews of park trails and activities



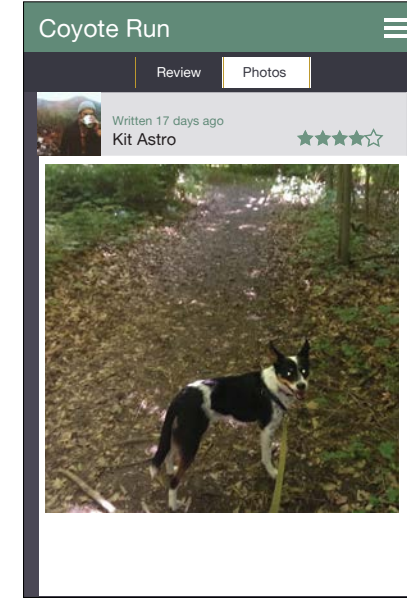
Details That Matter

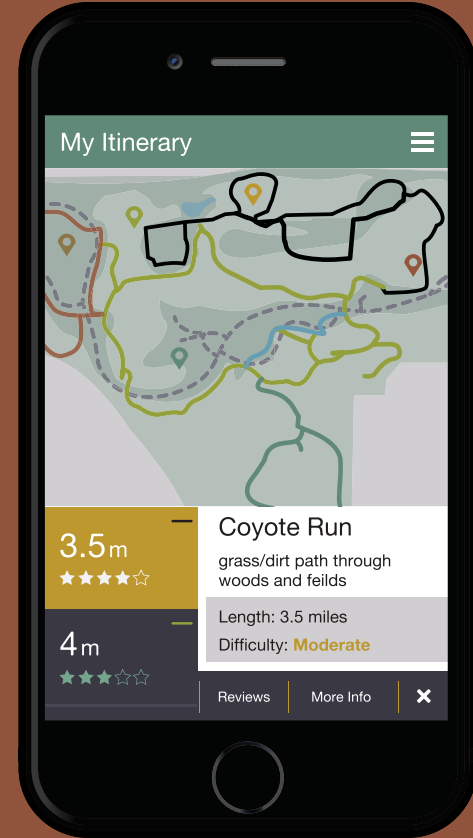
Willder goes beyond your typical online search for parks and outdoor recreation. Each suggestion is accompanied by information about each trail and activity at that location. Compare distances, difficulties and descriptions of cycling routes, hiking trails, climbing walls and more.



First Hand Reviews

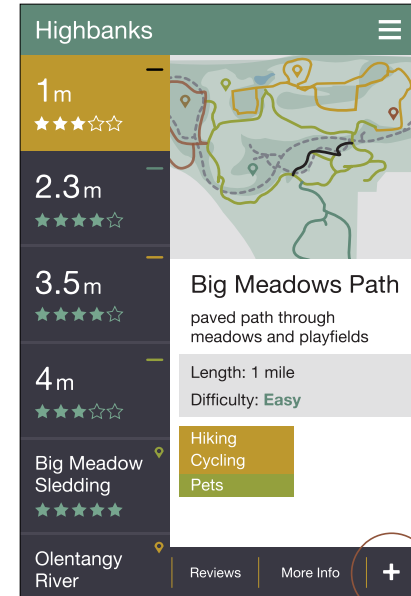
Activity descriptions and stats are great, but Willder goes further. Access user submitted reviews of the locations and specific trails and activities. Willder's trusted community of users provides first hand reviews about the outdoor activity options.



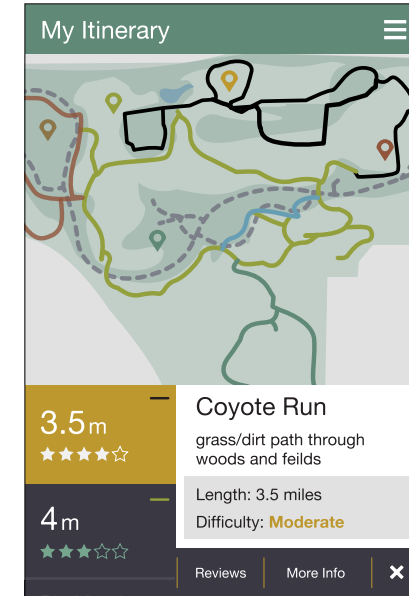


Add trails and activities to your itinerary and plan the details of your trip

Plan

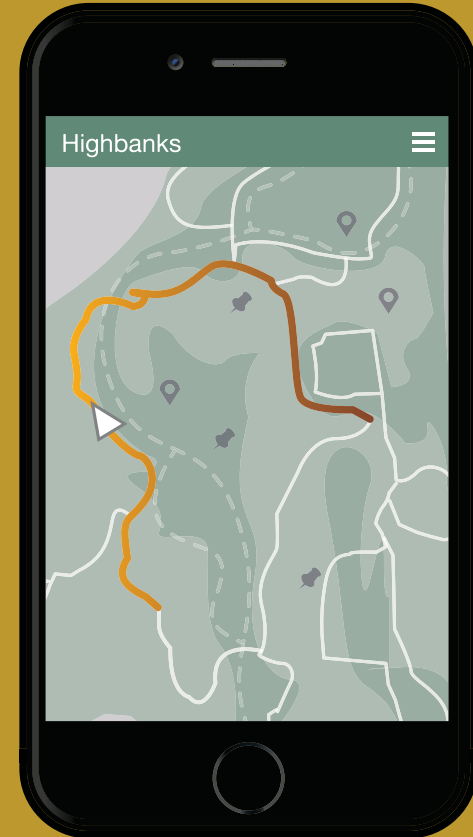


Add to itinerary



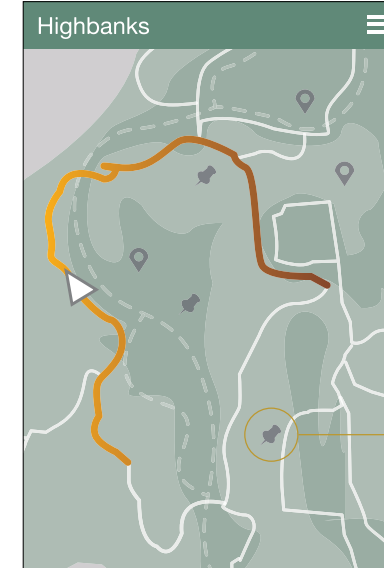
The Itinerary

Add activities and trails to your Willder itinerary. The itinerary gives users a place to save the activities they plan to do for quick access later. Use the itinerary to plan the details of your trip. Easily edit and organize your activities; combine trails to make your run a loop, or schedule a weekend of activities.



Track your adventure and explore the area

Track



Explore & Share

Take your itinerary to the trail and track your adventure. Follow along with the digital map and access park and trail information during your activity. Willder will remind you to photograph and videotape your adventure. Share these moments with friends via Facebook, email, or message through the Willder app.

Map notes let users share discoveries and insights about a specific spot on the tracking map. Use the map notes to find where others think the best photo opportunity is, or take a short detour to a waterfall that other users have posted notes about. And add your own discoveries to the map!

Review

Make Willder History

At the end of your journey, Willder will help you record your thoughts about the experience. Build an archive of your adventures that you can view in your profile. Make your entry public and let other users reference your experience when searching on Willder.



Part Three:
Research

Research Insights
Research Conclusion
Key Components
Persona
User Journey

Research Insights

A high level summary of the most influential research findings.

1. Comprehensive

Research

87% of hikers participate in multiple activities.

Method: Secondary Research

Solution

A comprehensive system that allows users to compare and record various activities in one application.

2. Trustworthy

Research

'Word of Mouth' (suggestions from peers) is the most used method for finding new outdoor recreation.

Why we rely on 'word of mouth':

Park websites are confusing and provide inadequate information. People fear these websites lack detail and are outdated; they prefer **first hand experiences**.

Method: Interviews & Surveys

Solution

A crowd-sourcing process that provides detailed information about specific outdoor activities from people who have done them activity recently.



3. Mobile

Research

While engaging in outdoor recreation, outdoor participants use their smart phone more than other technologies or no technology at all.

Method: Secondary Research

Solution

mobile application

4. Detailed

Research

Going to a new wilderness location can be exciting but there is also an anxiety that comes along with trying a new activity. At new locations people run into obstacles that they may not be prepared for (hike longer than expected, didn't pack properly, couldn't find correct trail, etc.). People continuously go back to the same park/location because they know what to **expect**.

Method: Interviews

Solution

Provide enough of the right information so users feel like they know what to expect from a new experience or place.





Research Conclusion

There is a need for a mobile application that finds information about nearby outdoor activities and provides recommendations from people who have been there recently.

Key Components

Comprehensive

Users can search for different outdoor activities and access a history of all of the different activities they have done and how they rated and reviewed them.

Trustworthy

Research shows that people prefer first hand experiences compared to general information on websites. A Crowd-sourcing process that provides detailed information from people who have done the activity recently, creates a 'word of mouth' experience. Users will be encouraged to review each experience using detailed prompts.

Mobile

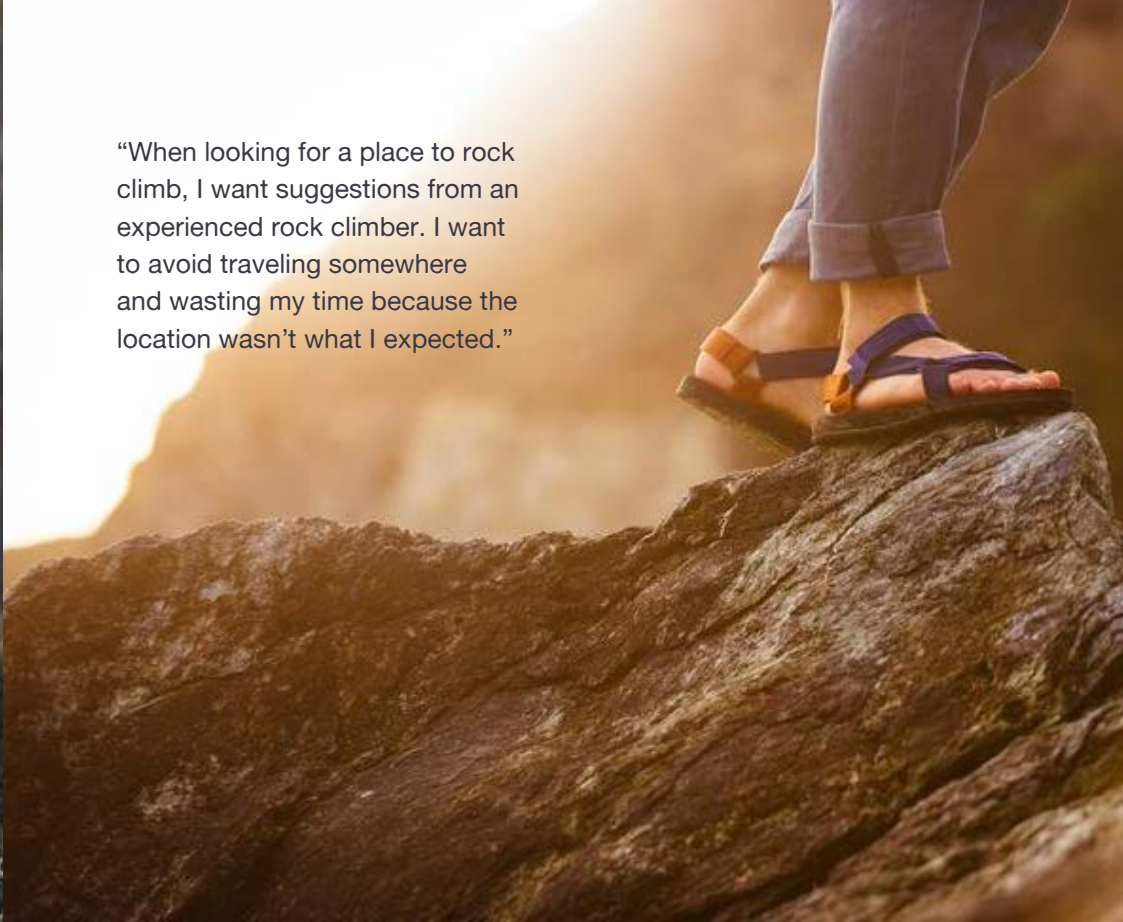
Easy to use while doing physical activity. Encourage smartphone armband for easy accesses and safe and comfortable viewing. Incorporate a horizontal interface for on the arm/active use.

Detailed

Users need to feel like they know what to expect from a new experience or place. When browsing reviews of an activity, special 'heads up' posts will be highlighted so users don't miss the latest park changes (trail closings, commonly forgot gear, etc..).



User Persona



“When looking for a place to rock climb, I want suggestions from an experienced rock climber. I want to avoid traveling somewhere and wasting my time because the location wasn’t what I expected.”

Jill (22, student)
Spends most of her time outdoors in the summer, gets outside every two weeks during school
Finds herself going to the same park to hike because it is close and familiar
Travels to go rock climbing, hiking and camping with friends

- Jill's Goals**
- Discover more nearby parks with a variety of activities
 - Try a new outdoor activity like stand up paddle boarding
 - Wants to know how strenuous activities are prior to visiting
 - Doesn't want to search through multiple websites when planning a hiking trip
 - Find secluded outdoor spots for more fulfilling experiences in nature

User Journey

Initial Contact

Jill notices a friend posted a picture of their hike on Facebook via Willder.

Wanting to know more about her friend's hike, she downloads the free smartphone application.



Search

Jill specifies her interests and other search criteria on Willder. It suggests local outdoor activity options.

Jill adds activities that interest her to her digital itinerary.

Plan

She personalizes her itinerary for a hiking trip to Black Hand Gorge. She adds three trails to her itinerary that create a loop trail, all three trails have great reviews.

Track

Jill arrives at the gorge. She references a 'heads up' review that leads her to the hard to find trail start.



Jill reviews her trip itinerary and starts her hike. She follows the trail map on Willder.



Willder notifies Jill that she is approaching a "great view" close to her path. This is a spot that other users have posted map notes about and think is worth visiting.

Jill follows the detour to a secluded waterfall and shares the moment on Instagram.



Review

Willder recognizes that Jill has completed her planned hike and encourages her to review her experience.

"Were the trails as they were described?"

Willder compiles Jill's thoughts and pictures into a trip entry that she can view in her profile.

Based on her recent trip review, Willder generates new activity suggestions for Jill.

Over time

Jill builds an archive of her outdoor adventures. As Jill continues to use Willder, it produces more personalized and accurate activity suggestions.

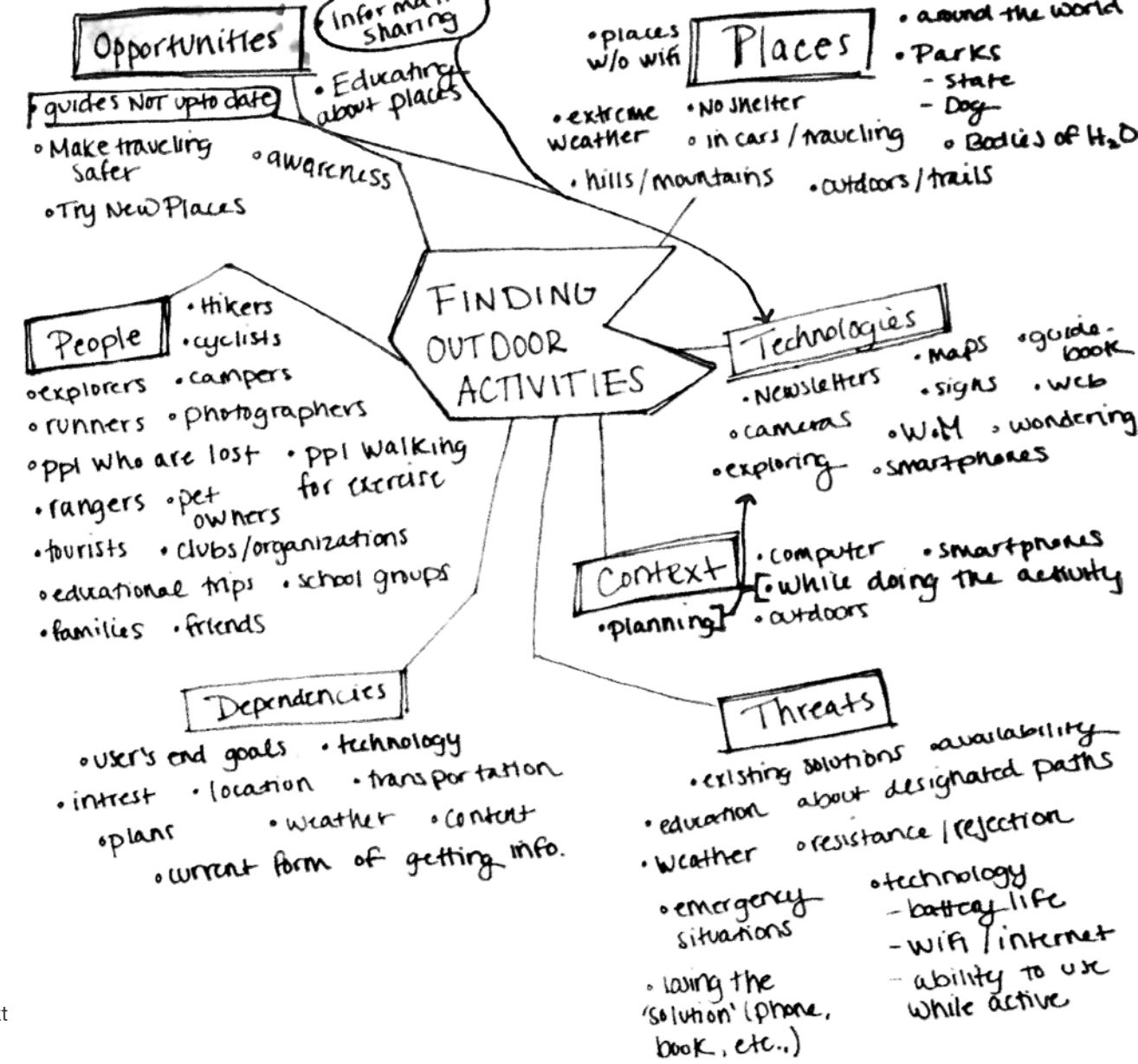


It is your go-to source for finding new outdoor adventures & keeping an archive of past journeys and new trips to come.



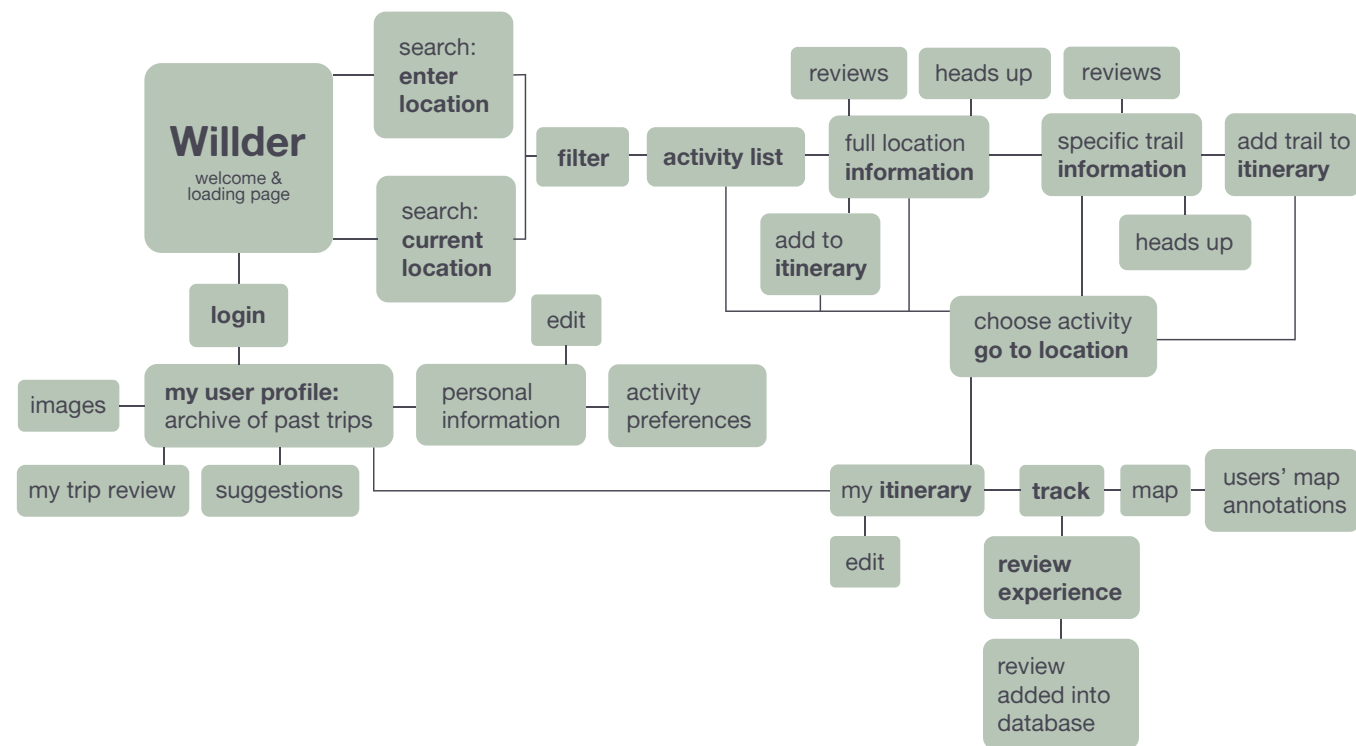
Part Four:
Development

Solution Ecosystem
User Flow Diagram
Highlighted Scenario
Wireframing
Solution Value



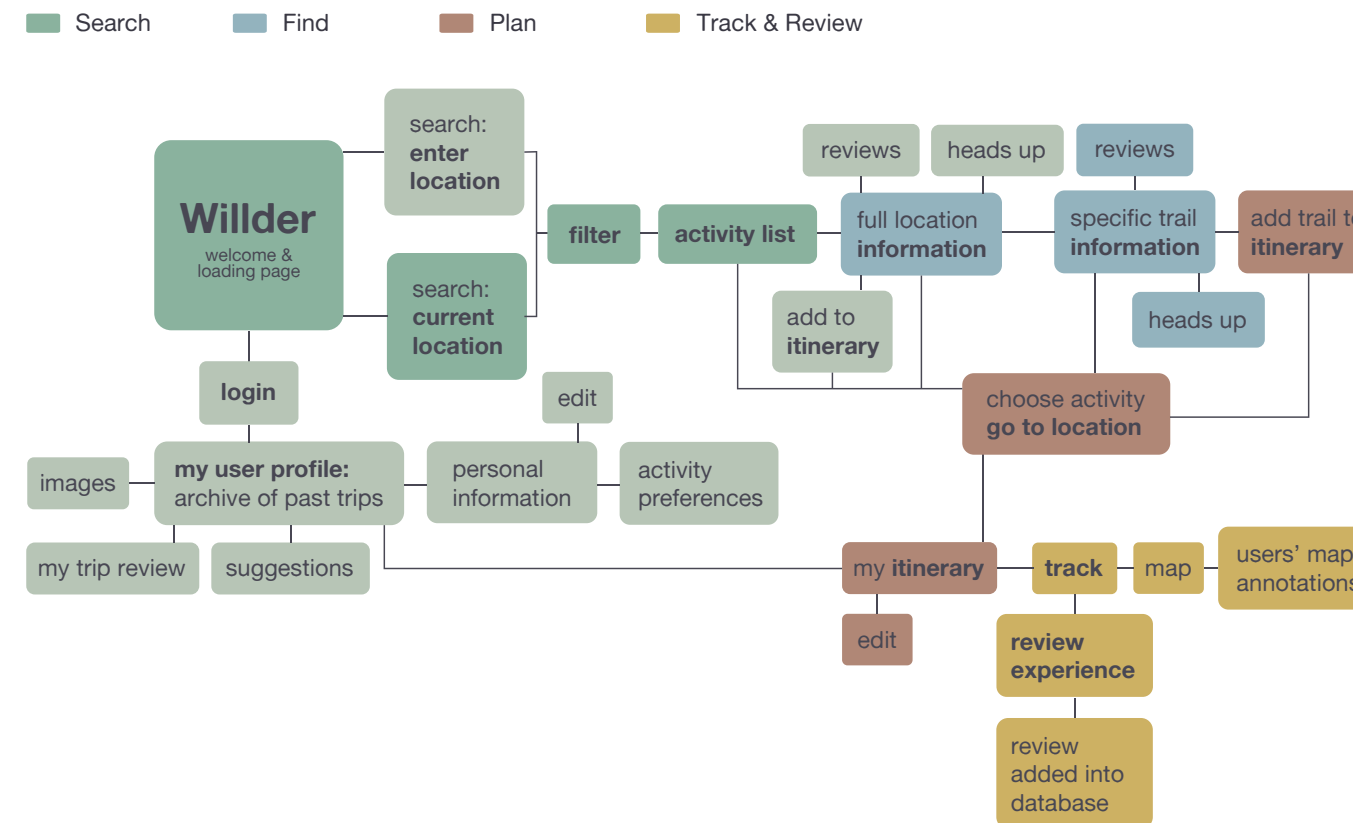
Solution Ecosystem

The ecosystem explores the context that the solution, finding outdoor adventures, lives in. It is a high level view of the interaction between the solution and various contexts.



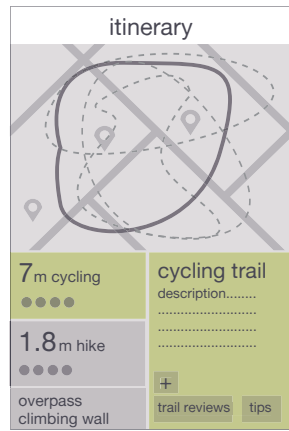
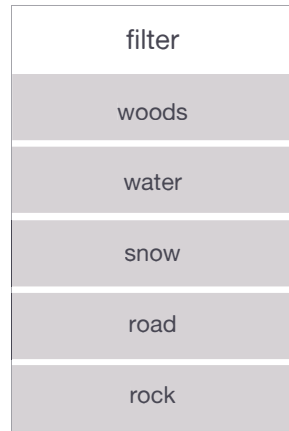
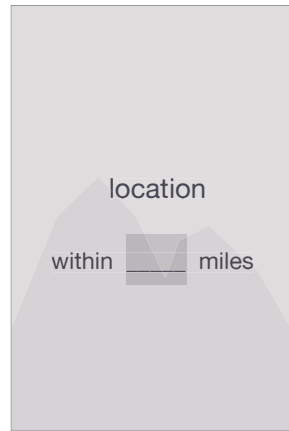
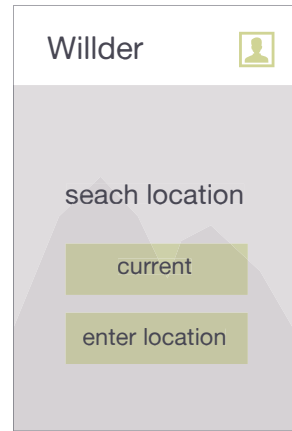
User Flow

The user flow diagram is a high level view of how the Willder application works. This diagram shows the different journeys and end points that exist within the Willder application.



Highlighted Scenario

The color-coded diagram highlights the ideal user journey through Willder. Each feature of Willder can be pin pointed to a specific section in the user flow diagram.



Wireframing

The visual guide that portrays the functionality, behavior, and priority of content of the Willder application screens.

Solution Value

For many, participating in outdoor recreation and simply enjoying the outdoors is a rare occasion. Americans have grown accustomed to seeking entertainment that is indoors, and viewing fitness as a chore done in a gym. Research shows that the biggest reason people choose not to participate in outdoor activities is lack of interest. I believe visual communication can be used to revitalize and reinspire America's love for the outdoors.

In this technology driven age it is easy to forget about the incredible natural world we live in. It is even more difficult to make time to enjoy the outdoors. By creating a system that values the outdoors, exploration and adventures we can make it easy for people to spark a new passion for the outdoors.

The public push for more active lifestyles only strengthens Willder. America's inactivity crisis and obesity epidemic has brought sedentary health issues into the public eye. Willder can inspire people to leave their sedentary habits for a healthy outdoor lifestyle.

