EXPLORE-MODUL

PROJECT NAME Alec Nikolov

TRENDS & TECHNOLOGIES

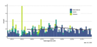
- Artificial Intelligence
- Machine Learning
- Data Collection
- AR / VR
- Rewarding System --> Benefit for User
- Quantified Self
- Smart Devices (E.g. Smartwatch)
- Gamification
- Swiping Gestures
- Subscription Trend
- Self Tracking
- Algorithms
- Personalization
- Micro-Learning

POTENTIAL PARTNERS & COMPETITION

competitors	neutral partners	potential partners	
schweiz mobil?	WSL	SLF	Rega
	Schweizer-isches Rotes Kreuz	Whiterisk	Suva

FACTS

- jährlich ca. 24 Lawinenopfer
- Lawinen is a big and complex topic
- Schnee ist komplex - immer im Wandel
- 90% der Opfer lösen die Lawinen selbst aus - deshalb wichtig sich aus zu kennen
- Lawine 200-300 km/h schnell



AREAS OF POTENTAIL DISRUPTION

- Repetitive Information
- static structure
- Only Click/Drag&Drop/
- No instant Feedback
- Boring Interactions
- No overview
- Weird links to further information => When should you click them to not miss something?
- small font and bad contrasts
- Not seeing any progress
- Being overwhelmed by contents

USER(S)

Usergroup	
Motivated Berggängers	(Winter-)Sportler
Teachers	Alleingänger und Tourgänger
Beginners and Pros (big range)	Altersgruppe Whiterisknutzer: 40-60

What motivates them?	
anstehende Ausflüge	persönliche schlechte Erfahrungen
eigene Interesse/ Neugier	Präventation und Sicherheit
Respekt vor der Gefahr, Risiko minimieren	komplexe Thematik verstehen

NEEDS

- safety
- less Lawinen
- Preparing for hiking trail
- understanding how avalanches develop and how to prevent them
- Be more aware
- Prevention of Danger
- Expanding Know-How

INSIGHTS

- currently most of the WhiteRisk users do note use the learn section regurarly
- mainly men
- often one of the group has the lead and the responsibility for the others
- many go with friends, they already know and are in a same skill level
- self overestimation is a problem
- Interviewing group was only representative for one party of the users
- Learning can be implemented in planing and while reflecting
- contrasts for the app has to be high
- How does a reflection look like?
- many refresh their knowledge every year or before every tour
- Avalanche bulletin is a key useage
- clear onboarding for knowledge level -> more efficiently and motivation -> no useless tasks
- shorter lessons
- Pictures with POV of human
- reflection is important
- learning by doing
- New findings for avalanches every year
- for a certain level a course is almost inevitable
- Phone are used in mountains
- reflection often forgotten

TOUCHPOINTS

- Smartphone

- Design learn-modules appealing and most effective
- improve connection between explore and learn
- Combine the learning part hands-on with planing your next tour?
- Motivate people to reflect on tours they've already done?
- Connect people planning on the same tour without distracting them of what's important

digital-innovation-playbook.de/templates/board