EXPLORE-MODUL

PROJECT NAME Alessia Wiss

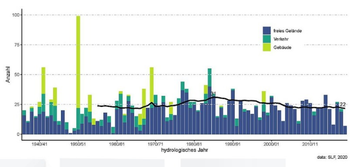
TRENDS & TECHNOLOGIES

- 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
- Social Connection (Social Media)

POTENTIAL PARTNERS & COMPETITION

- competitors: Outdooractive App; Schweiz Mobil; Outdooractive App; 3x3 Lawinen Buch; Books and Cards in general; Global Trials; Gipfelbuch.ch
- neutral partners: WSL; Schweizer-isches Rotes Kreuz; Peakfinder
- potential partners: SLF; Rega; Suva; Net Geo Admin; Garmin Tracker App; Gear / Equipment Companies; SAC

FACTS



- ca. 24 Lawinenopfer in a year
- Lawinen is a big and complex topic
- Many of the interview partners take place at a refresh course each year
- Beginners sometimes do not want to know too much -> the organiser/guide is the leader
- Community is important
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- Nachbearbeitung is important, but sometimes gets lost
- Currently the main use in WhitRisk is the Tour section
- snow always is changing
- Lawine 200-300 km/h
- Ab 30 Grad Neigung sind Lawinen möglich
- Phones are not much used on the trail -> battery and coldness
- 90% der Opfer lösen die Lawinen selbst aus - deshalb wichtig sich aus zu kennen
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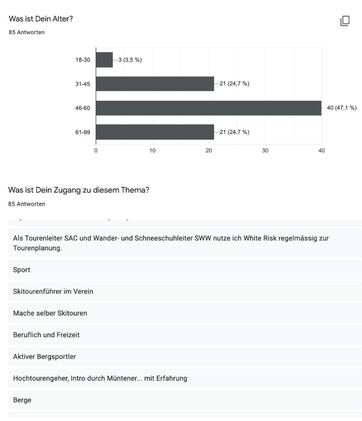
- many overestimate the their skill and knowledge
- more men in the field

AREAS OF POTENTAIL DISRUPTION

- Repetitive Information
- static structure
- Only Click/Drag&Drop/
- No overview
- small font and bad contrasts
- No clear onboarding -> how big is my knowledge?
- lack of competition -> motivation
- addition to a course at SLF itselfs
- No instant Feedback
- Boring Interactions
- Weird links to further information => When should you click them to not miss something?
- Being overwhelmed by contents
- Not seeing any progress
- No implementation into "daily" Bergsteiger routines
- changing between several apps to get everything one needs
- To big lessons -> lack of concentration

USER(S)

Main target group: 40-60

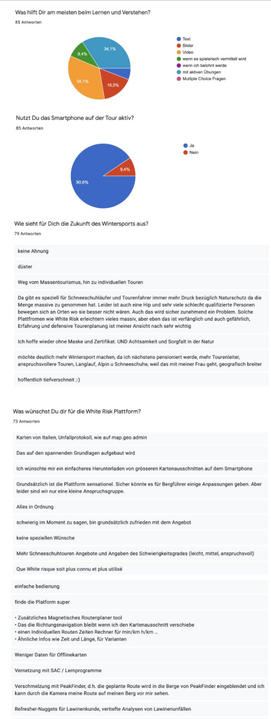


- Usergroup
- nature affine people / naute lovers
- (Winter-) athletes
- Teachers
- the interviewed ones do it since many years
- Alleingänger und Tourgänger
- Beginners and Pros (big range)
- many of them spend the summer in the mountains too -> mountain biking, hiking usw
- There are some doing that as profession -> with a better app we could onboard beginners more

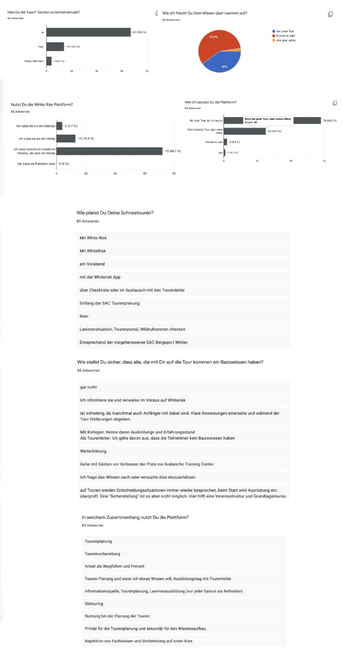
- What motivates them?
- planed tours
- interest and curiosity
- already made bad experience
- security
- respect of danger, minimise danger/risiko
- understand complex topic
- prevention

NEEDS

- safety
- Expanding Know-How
- recent weather conditions
- less Lawinen
- improve awareness of possible danger
- understanding how avalanches develop and how to prevent them
- onboarding of people that are new to the topic
- preparation checklist
- addition to a course at SLF
- easy accessible and usable in the mountains
- Be more aware
- connection with SAC
- Community building
- Reports from others
- offline solution
- Prevention of Danger
- connection with other apps
- easy usage when on tour
- check-in function with friends for safety and tracking
- having a repertoire of already existing tours



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 interaction
- on trail
- E-Learning
- with friends
- at the SLF center
- while a course
- Application
- on trail
- before the trour
- after the tour
- with friends
- on the way to the mountains

HOW MIGHT WE

How might we create an e-learning environment, that fits smoothly, joyful and motivating into the process of planing, doing and reviewing tours?

- How can we onboard users, that are bloodly beginners?
- Am I a newbie or already a pro? → Start Area where you see what you have already accomplished → Maybe level-up possibility and rewards
- Chapter Overview at the beginning? Learning goals → Small portions of information bundled in chapters → Timeline, where am I in the process?
- groups and friends -> motivation -> competition -> safety → inform friends about planned routes => Invite them → learning buddies → reports from others about routes
- improve connection explore , tour and learn → Augmented reality Implementieren → switch button -> planing mode -> on tour mode → inform users about the region they are in with push notifications

digital-innovation-playbook.de/templates/board