

TRENDS & TECHNOLOGIES

- AI: Artificial Intelligence
- Machine Learning
- Certification
- Wearing Goggles
- Smart Glasses (for example Google Glass)
- Self Tracking
- Personalization
- AR / VR
- Subscription Trend
- EdTech
- Algorithms
- Serious Games
- Data Collection
- Rewarding System: Rewards for User
- Micro Learning

POTENTIAL PARTNERS & COMPETITION

- Universities
- Schools
- EdTech Startups
- EdX: Free Learning System for Mass Access and Quality
- Edmentum
- Blackboard
- Canvas LMS
- Future of Education
- Future of Learning
- Future of Education
- Future of Learning

FACTS

gibt es ca. 24 Lernmanipulatoren

Wie oft User einen die Lernzeit selbst bei einem Workshop mit sich zu nehmen?

- How often is it done and through?
- Learned 200,000 in school
- Community is important
- Die meisten User haben ihre Skills auftrainiert, da jetzt
- Als 30-Jähriger sind die meisten in der Lage
- There are not many used and only few - hobby and courses
- There are in the field
- Alternative: Workshop User 40-60

AREAS OF POTENTIAL DISRUPTION

- long lessons
- being and repetition, memorization
- missing feedback
- static structure
- uninteresting content
- no information about the progress
- Need skills to further education - fear of missing something
- No clear Outcomes - how big they know?
- lack of competition / motivation
- changing between several apps to get something new made

USER(S)

- Usergroup
- Participants in a 4-hour tour
- Beginners and first day night
- Others: athletes
- Training in a group
- Teachers
- Adults
- What does users think?
- repeating events
- own interest / voluntary practice
- Request for design, interactive
- Prevention and security
- personal practice and regular experiences
- Understand complex issues

NEEDS

- Preparing for things out
- less location
- safety
- Expanding knowledge
- Be more aware
- motivation
- Good self assessment
- Ability to judge yourself
- Self reflection
- Prevention of danger
- understanding how activities develop and how to prevent them
- Risk minimization

INSIGHTS

- Learning by doing
- Whipping up the tour is an important part of the learning process
- Bring up to date
- get started with the basics
- Reporting is own and can be important
- Active-Building is key
- Combination of theory and practice
- Many thoughts, ideas and theories
- A course is almost inevitable
- getting active
- Small lessons get to the top camp by night

TOUCHPOINTS

- digital
- mostly before the trip
- everyday
- theory
- smartphone-application
- on the trip
- at home
- practice
- Desktop-webapplication
- after the trip
- on the road
- course/ education setting

HOW MIGHT WE

How might we motivate the user?

How can we adapt the app entry to the level of experience?

How can we combine the Explore and Learn sections?

How can we combine theory and practice?

How can we get the user to reflect on their experiences?

How can we connect people to increase the learn effect?

How can we create an E-Learning App for users with different levels of knowledge and motivation, using microlearning and active learning to facilitate the preparation and follow-up of mountain tours.