EXPLORE-MODUL

PROJECT NAME David Wollschlegel

TRENDS & TECHNOLOGIES

- learning by doing
- micro eLearning

POTENTIAL PARTNERS & COMPETITION

- course providers

FACTS

- course is done and recommended by pretty much everybody

AREAS OF POTENTAIL DISRUPTION

- AR / learning while experience
- AI assisted learning

USER(S)

- Amateur Tourer
- Professional Tourer
- Professional Tourer
- scientific interested
- ski touring
- winter hikers

NEEDS

- knowledge specifically to a practical problem
- progress / levels
- instant feedback
- where do I stand? What is my level?
- What am I able to do?

INSIGHTS

- learn module should include small lessons with practical relevance
- high motivation by people. More knowledge means less risk of having an accident
- reflection is an important part of the learning process
- practical experience is key
- knowledge is refreshed before use of it

TOUCHPOINTS

- courses
- tour planing
- internet research
- suggestion by friends
- offline material (flyer, maps, etc.)

HOW MIGHT WE

how might we create a learning experience / app, that educates the relevant knowledge in an interesting way?