



HikeU
Trek Better

Guided by

Prof. Zhan Zhang

Group Members

Aditya Rajurkar Nishant Doshi Sankalp Raut Saloni Pasad

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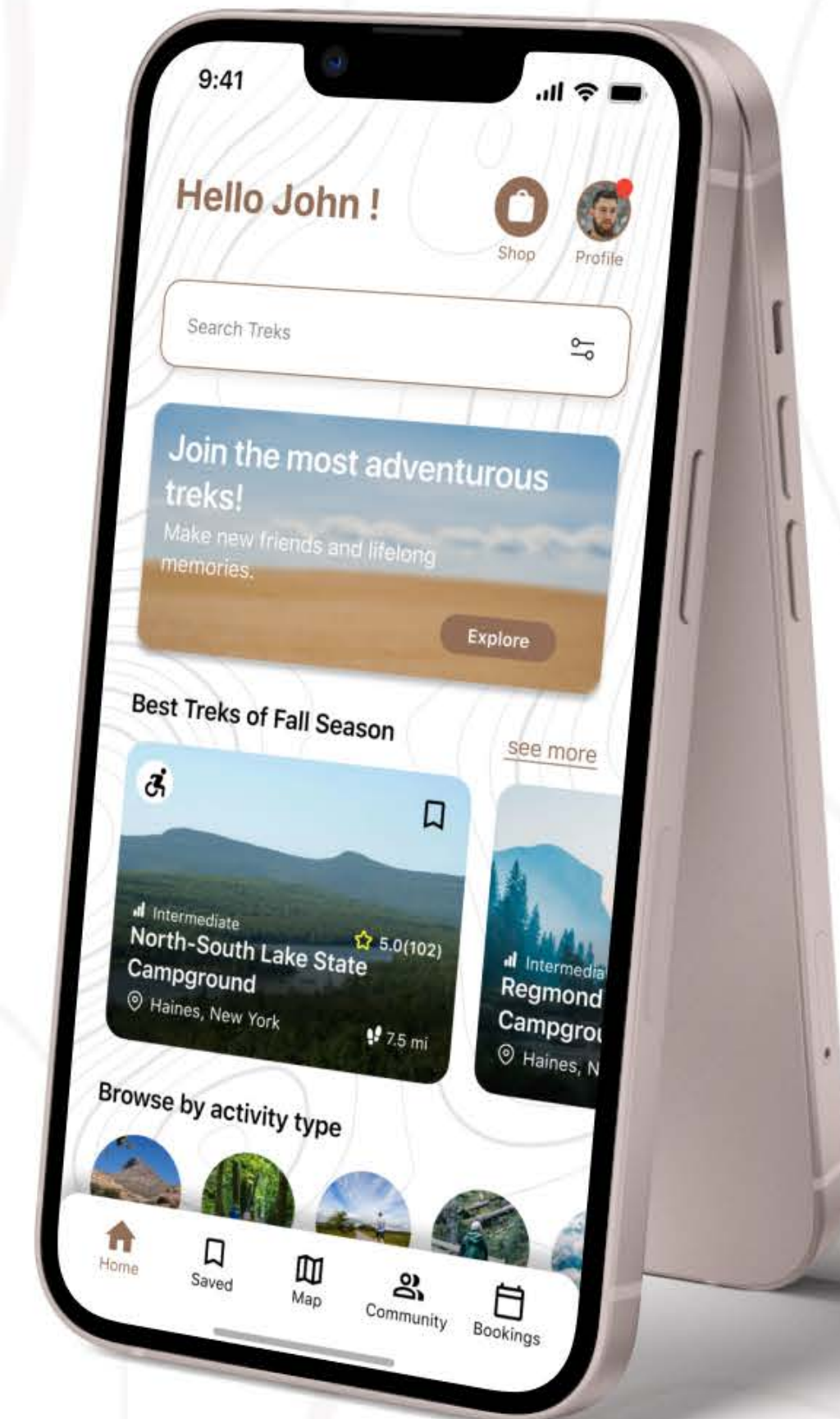
Project Overview

HikeU is a one-stop solution for users to find and join camping trips. They can either reserve their spot in existing planned treks and join other people to make new friends, or plan a trip with their friends, family or colleagues and bond over roasted marshmallows!

HikeU provides fun, exciting, and memorable treks ranging from a day to over a week. Tour guides will guide campers to give them an experience of a lifetime.

My Contribution to the team:

- Spearheaded the quantitative and qualitative research for the initial process.
- Designed high fidelity screens in conjunction with iOS design system.
- Formulated business plans for the survival of the project in real world scenarios using gamification and subscription plans, which was praised by the jury during final presentation.



Research Methods

Survey Participants: 30

- Survey Consisted of 20 questions (12 close-ended and 8 open-ended questions)
- Online survey made with Qualtrics and was deployed via social media
- Connected with people on social media who like to trek here in USA

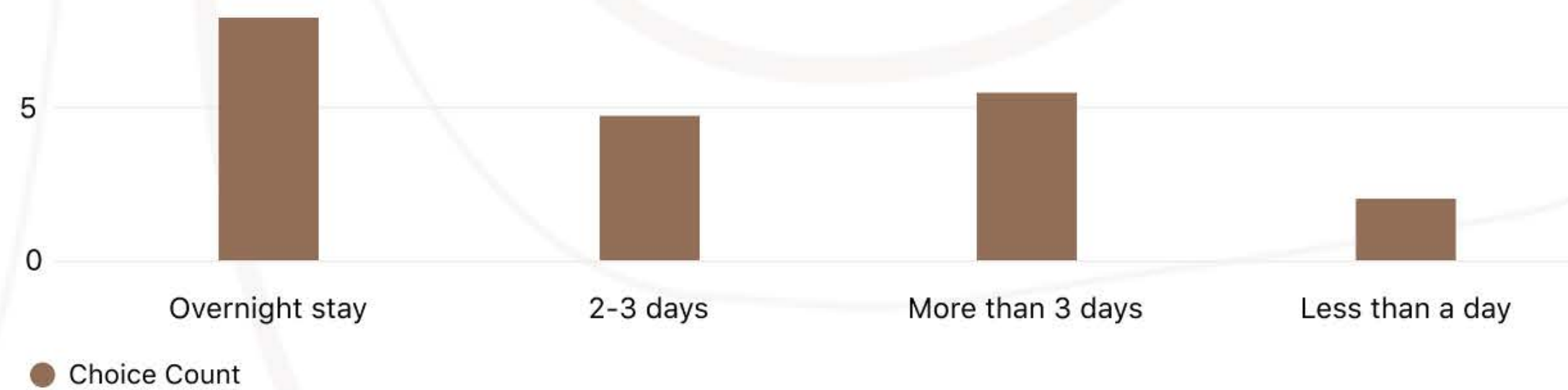
The data collected from the survey gave us a clarity on two set of users for our product, which we classified into;

- **Frequent Hikers** — who hike at least twice or thrice a year
- **Potential Hikers** — who trek once a year or wish to go more often

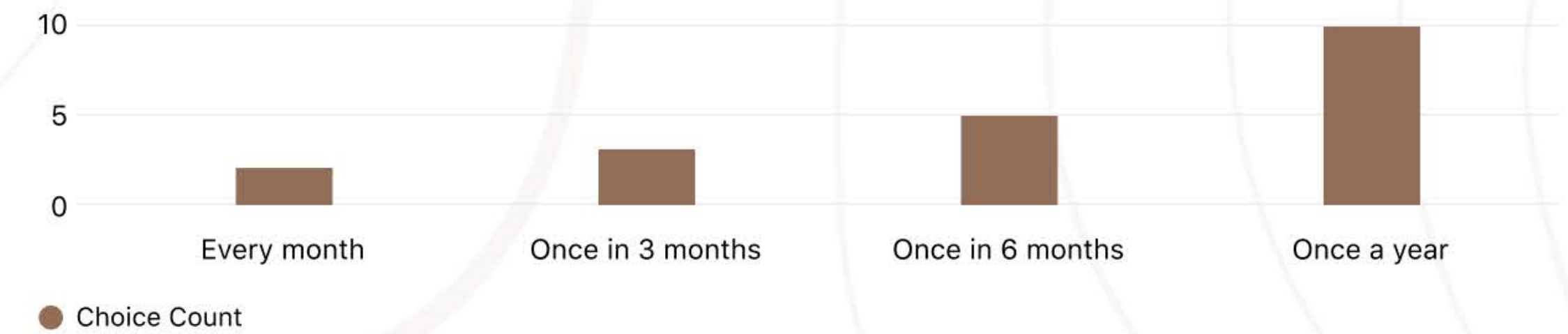


Research Analysis

On average, how long of a camping trip are you comfortable with?



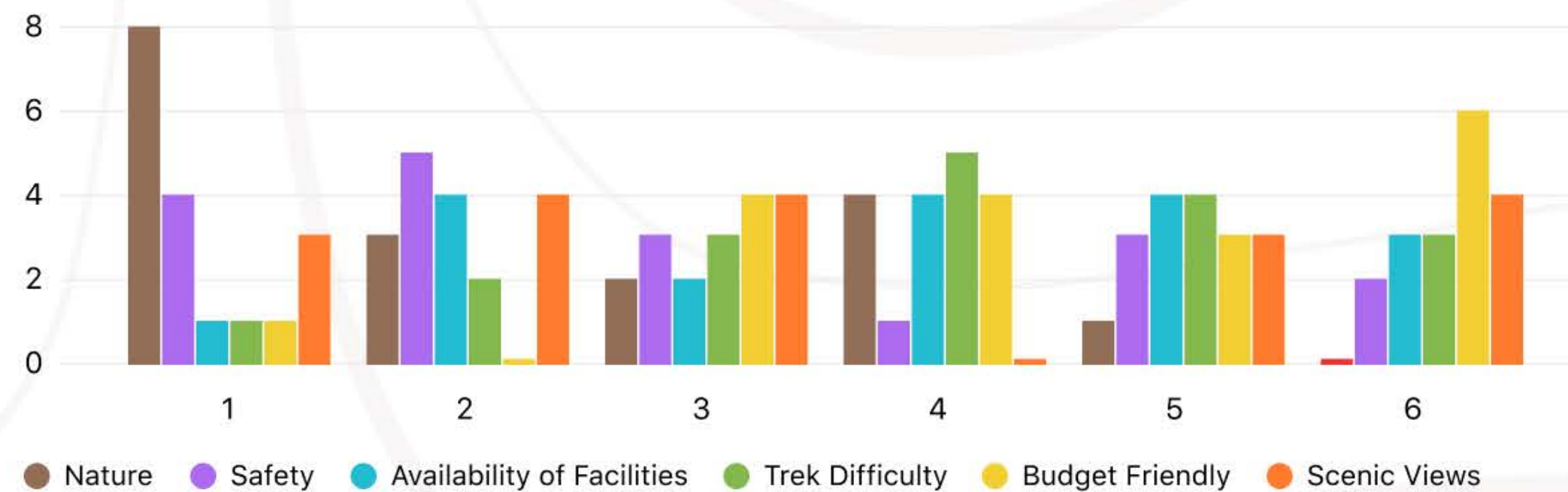
How often do you go trekking/camping?



- Most people prefer treks lasting a day, but are also interested to explore places for more than 3 days
- Users prefer to go camping either once or twice a year, but some want to make it a habit and try to go on a trek every month

Research Analysis

What do you look for in a place before you plan to go camping/trekking?



Scenic views, safety, and budget are the criterias which are prioritized the most by hikers while looking for a trek

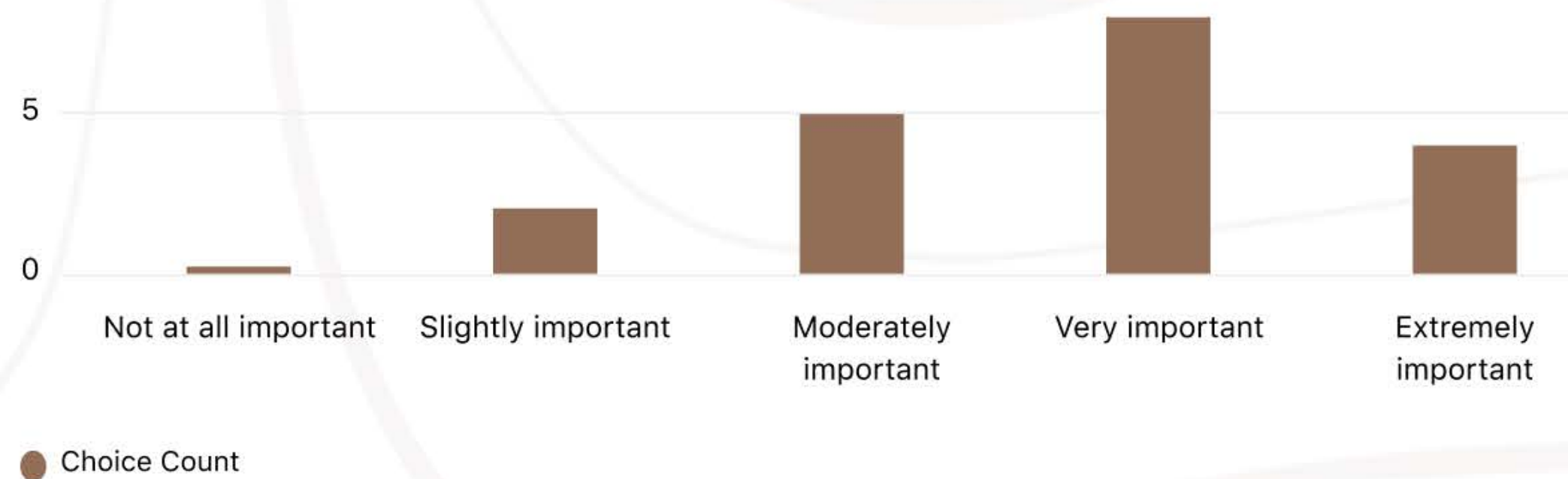
Would you like to go trekking or camping with other groups?



People also were open to the idea of using an app that lets them easily plan or join camping trips.

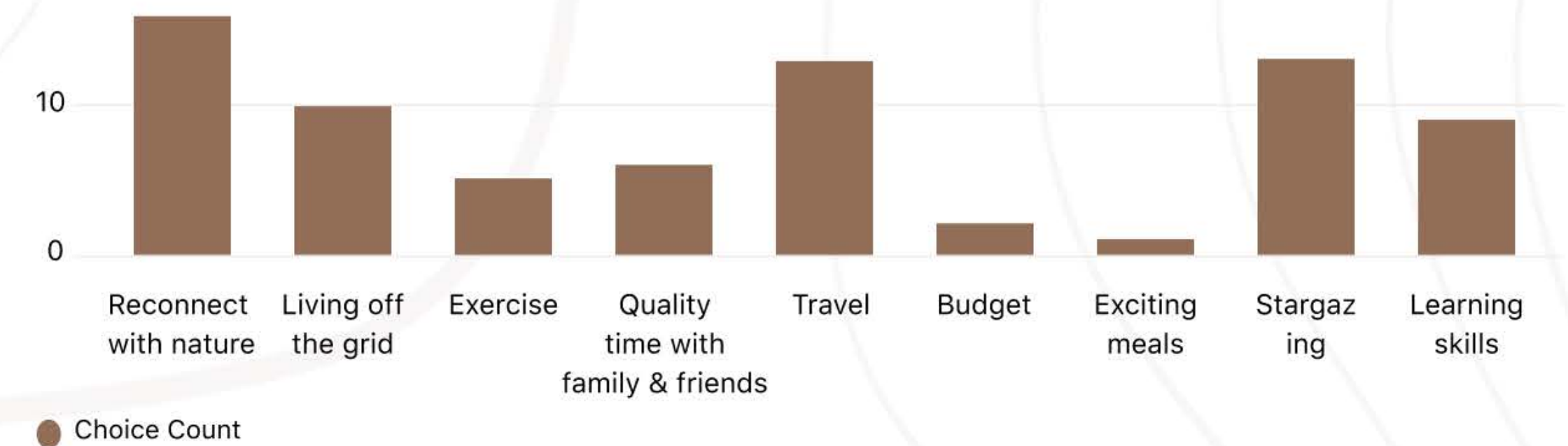
Research Analysis

How important is it for you to be able to reserve a campsite in advance



Most people considered reserving a campsite "Very Important" which is something our application provides that most other applications don't.

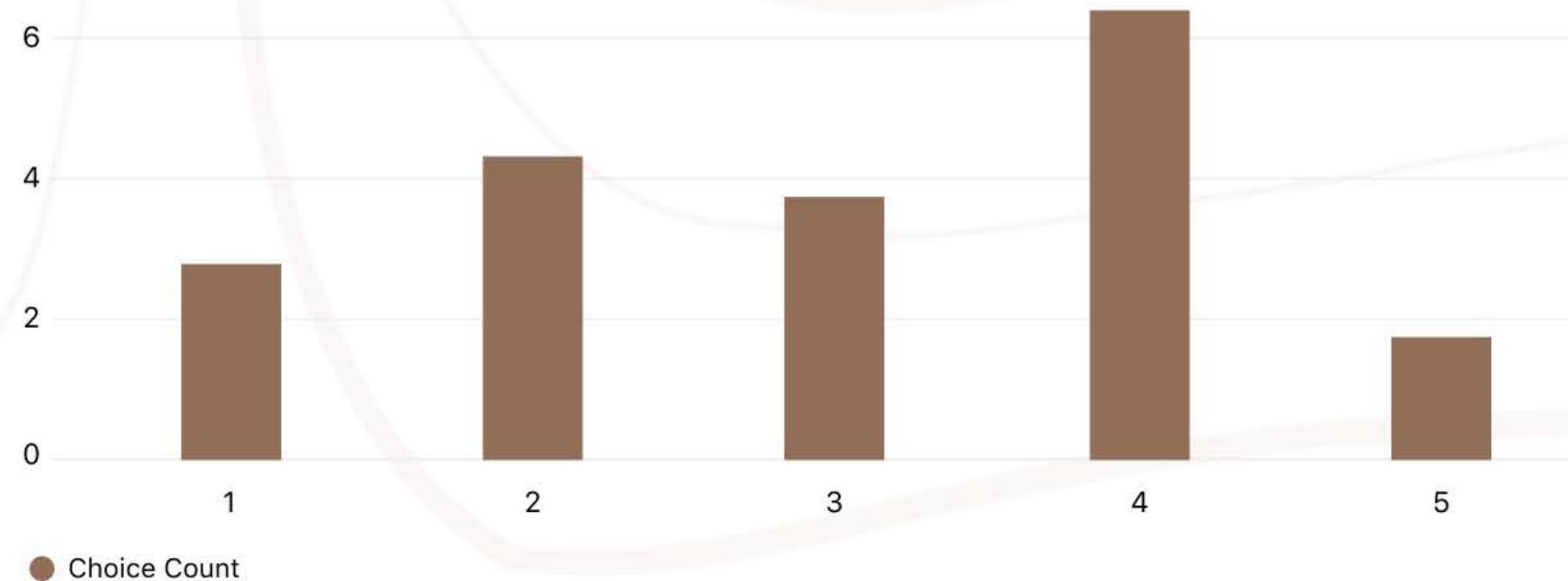
What are your camping motivations?



The main motivations to go camping or hiking were found to be reconnecting with nature and getting away from the regular work routine. However, Quality time with others was also a big factor.

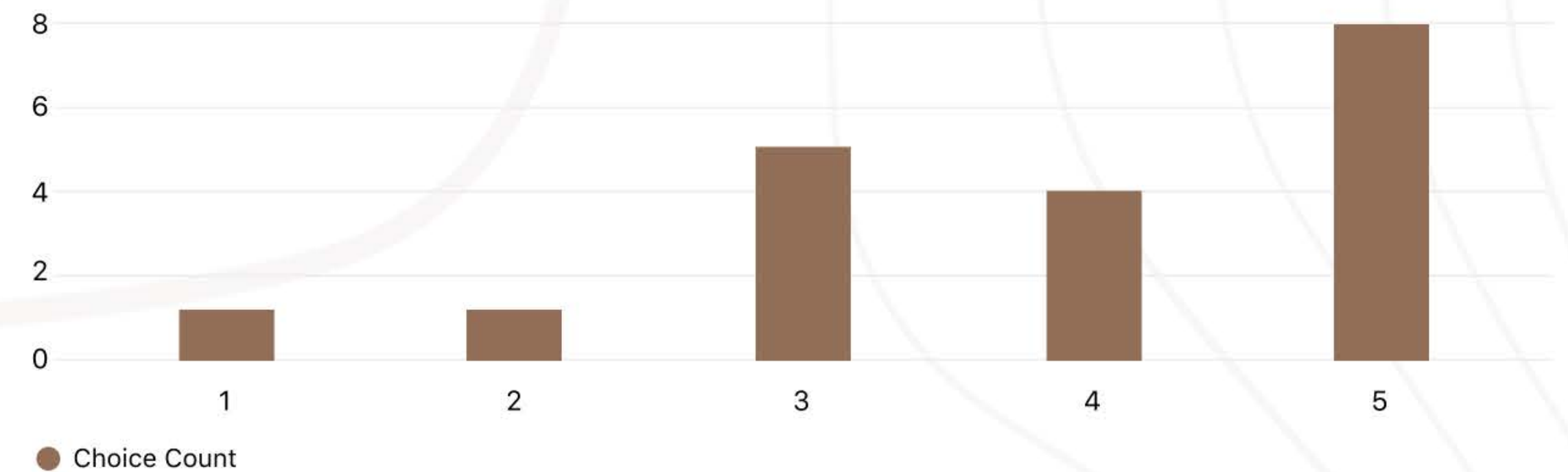
Research Analysis

How likely are you to hire a guide on your camping trip? (1-not likely)



Most users would prefer to have a guide on 3 day hikes as guides tend to know more about what activities could be done and could also show them places they would not know otherwise.

On a scale of 1-5, if a product provides you with a detailed itinerary, guided tour and other relevant resources, how likely are you to think of going to camp?



Most users would go camping more often if there was a product that would give them the features we aimed to provide.

Research Analysis

- The average age of our user research participants is between 20-30.
- **Majority of the people prefer to go on a camping trip with friends and family and rarely do solo trips and like to plan the camping trips themselves and only occasionally use other resources for planning.**
- On an average, most people prefer to spend around **\$150** for a camping trip that lasts about 3 days.
- Summer is the most preferred season for camping. People would also prefer to hire a camp guide so that their experience is seamless.

User Persona 1



Aanya

"I should make the most of my time in the US in a way that I can balance my education and mental well-being by travelling."

MAJOR

Computer Science

COLLEGE

Seidenberg School Of Computer Science and Information Systems — Pace University

AGE

24

BIO

Aanya is an international student who has just moved to the USA for her postgraduate studies.

She was born and raised in India. She is adventurous and likes to challenge herself with difficult treks.

She prefers to be on a budget as she is a full-time student.

WANTS & NEEDS

- Wants to explore new places in the USA.
- Wants to have fun on a budget.
- Aspires to go on at least one trek per quarter year.
- Wants to camp at good places.
- Needs a professional guide to take her through hikes

MOTIVATIONS

Price



Safety



Meeting new people



Comfort



FRUSTRATIONS

- Lack of information about places
- Student loans
- Safety concerns & lack of camping gear.
- Difference in currencies

User Persona 2



Patrick

" I love outdoor activities and going on hikes helps me pursue my hobbies while also spending quality time with my family "

JOB DESCRIPTION

Senior Marketing Executive

COMPANY

Alphabet Enterprises

AGE

30

BIO

Patrick is a Senior Marketing Executive at a fin-tech company who spends most of his weekdays working at the office.

He is athletic and loves outdoor activities.

Hiking on weekends allows him to spend time with his family whilst enjoying his hobbies.

WANTS & NEEDS

- Wants to spend quality time with his family.
- Wants to blow off some steam after an intense work week.
- Aspires to go on a trek at least once every 3 months.
- Wants to buy good quality hiking gear

MOTIVATIONS

Price



Safety



Meeting new people



Comfort



FRUSTRATIONS

- No sources that provide turnkey solutions
- Lack of time for hobbies due to heavy workload
- Limited options for outdoor activities.
- Safety concerns

MOSCOW Framework



Competitive Analysis



Feature/Company	HikeU	HipCamp	All Trails
On Boarding Experience	<ul style="list-style-type: none"> • Faster Performance. • Can be explored without logging in-sign in. 	<ul style="list-style-type: none"> • Cannot use without making an account 	<ul style="list-style-type: none"> • Allows user to explore the application without making an account.
Target Audience	<ul style="list-style-type: none"> • Regular/Frequent Hikers. • Potential Hikers. • People with disability. 	<ul style="list-style-type: none"> • Regular/Frequent Hikers • Potential Hikers 	<ul style="list-style-type: none"> • Regular/Frequent Hikers • Potential Hikers
User Flow	<ul style="list-style-type: none"> • Easy to find key information. • Clear Hierarchy. • Clear indication of clickable elements. 	<ul style="list-style-type: none"> • Smooth User flow. • Listings are clear. 	<ul style="list-style-type: none"> • Tile sizes cover most of the screen real estate. • Dark mode based on phone themes.
Unique Value Proposition	<ul style="list-style-type: none"> • Provides incentive to go for more treks. • Treks available for people with disabilities. • Shop to rent/buy gear. • Group Bookings 	<ul style="list-style-type: none"> • It is a dedicated app for RV camping. • Also includes tent camping, tree houses etc. • Group Bookings • Highly detailed trek information 	<ul style="list-style-type: none"> • Highest number of trails to explore - 300000+ • GPS activity tracker. • Download offline hiking map with pro account.
Weakness	<ul style="list-style-type: none"> • No UX Accessibility • No SOS feature • No Trek Sharing 	<ul style="list-style-type: none"> • No Customer reviews • No specific sections on homescreen. 	<ul style="list-style-type: none"> • No option to book a trail/hike.

Paper Prototypes

Registration Page — 1

Hike U

Complete the steps below to register for your trek.

① Accept T&C ② select Group ③ Add Trekmates ④ Make Payment

Terms & Conditions

Proceed to the next step

Home, Checkmark, Bookmark, Profile icons at the bottom.

Registration Page — 2

Hike U

Complete the steps below to register for your trek.

① Accept T&C ② select Group ③ Add Trekmates ④ Make Payment

Selected Group
DD to DD Month, Year

Please reconfirm your trek date for _____ trek

Month, Year	+
DD to DD Month	Available <input type="checkbox"/>
DD to DD Month	Available <input type="checkbox"/>
DD to DD Month	Available <input checked="" type="checkbox"/>

Month, Year +

Month, Year +

DD to DD Month, Year

Proceed to the next step

Home, Checkmark, Bookmark, Profile icons at the bottom.

Registration Page — 3

Hike U

Complete the steps below to register for your trek.

① Accept T&C ② select Group ③ Add Trekmates ④ Make Payment

If you are registering only for yourself, skip this step and proceed to the next step

Add your trekmates using their email ids

+ Email _____

Proceed to the next step

Home, Checkmark, Bookmark, Profile icons at the bottom.

Registration Page — 4

Hike U

Complete the steps below to register for your trek.

① Accept T&C ② select Group ③ Add Trekmates ④ Make Payment

Trek Name	
Batch Dates	
Difficulty	
No. of trekkers	

No. of Participants

Trekker 1	
-----------	--

Trek Fee

Trek Fee for x trekkers \$ _____

Tax \$ _____

Total \$ _____

Make Payment

Home, Checkmark, Bookmark, Profile icons at the bottom.

Login/Sign Up Page

Hike U

Registered Trekker

Email Id _____

Password _____

Remember Me

Sign In

New To HikeU? Register Here

First Name _____

Last Name _____

Select Gender v

Date of birth _____

Select Height v

Weight in _____

Phone number _____

Email Id _____

New Password _____

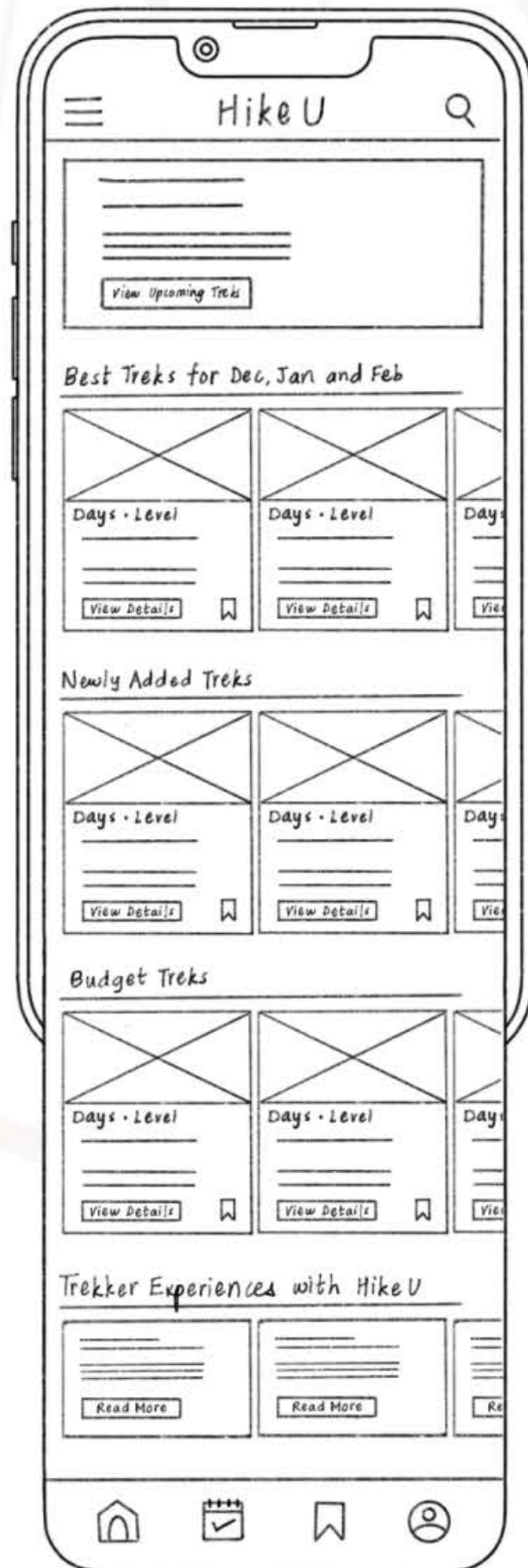
Retype New password _____

Create Account

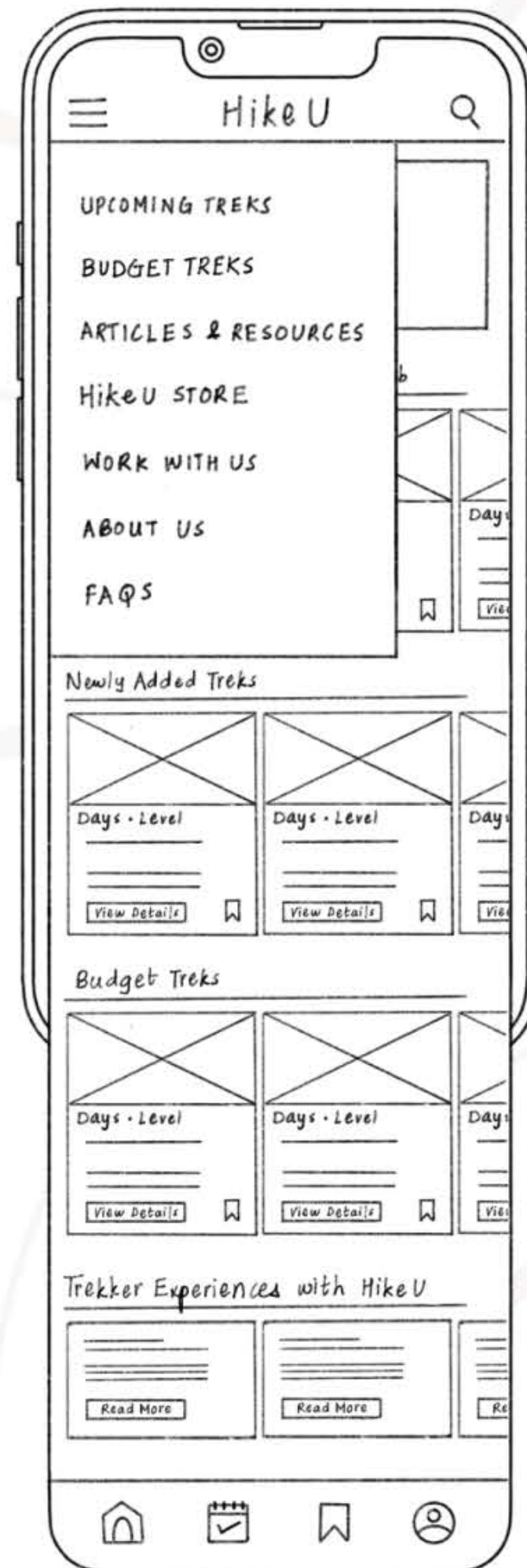
Home, Checkmark, Bookmark, Profile icons at the bottom.

Paper Prototypes

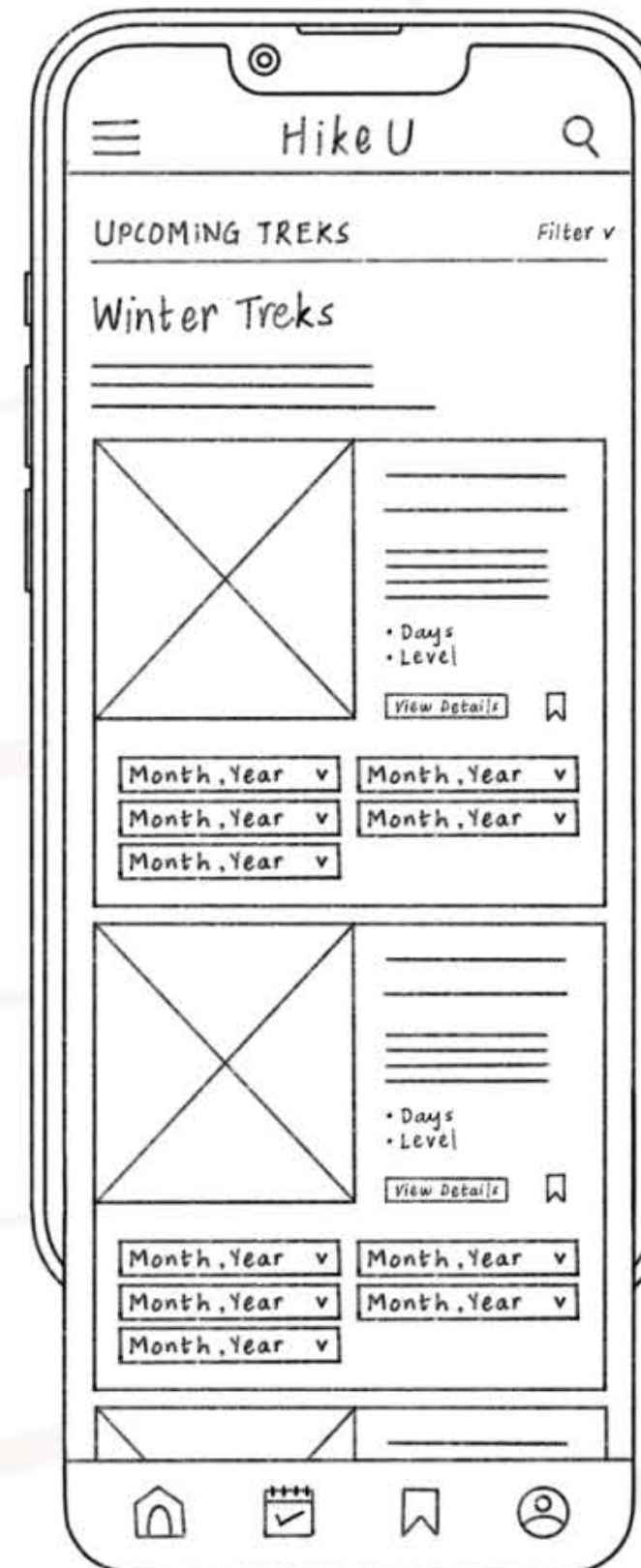
Home Page



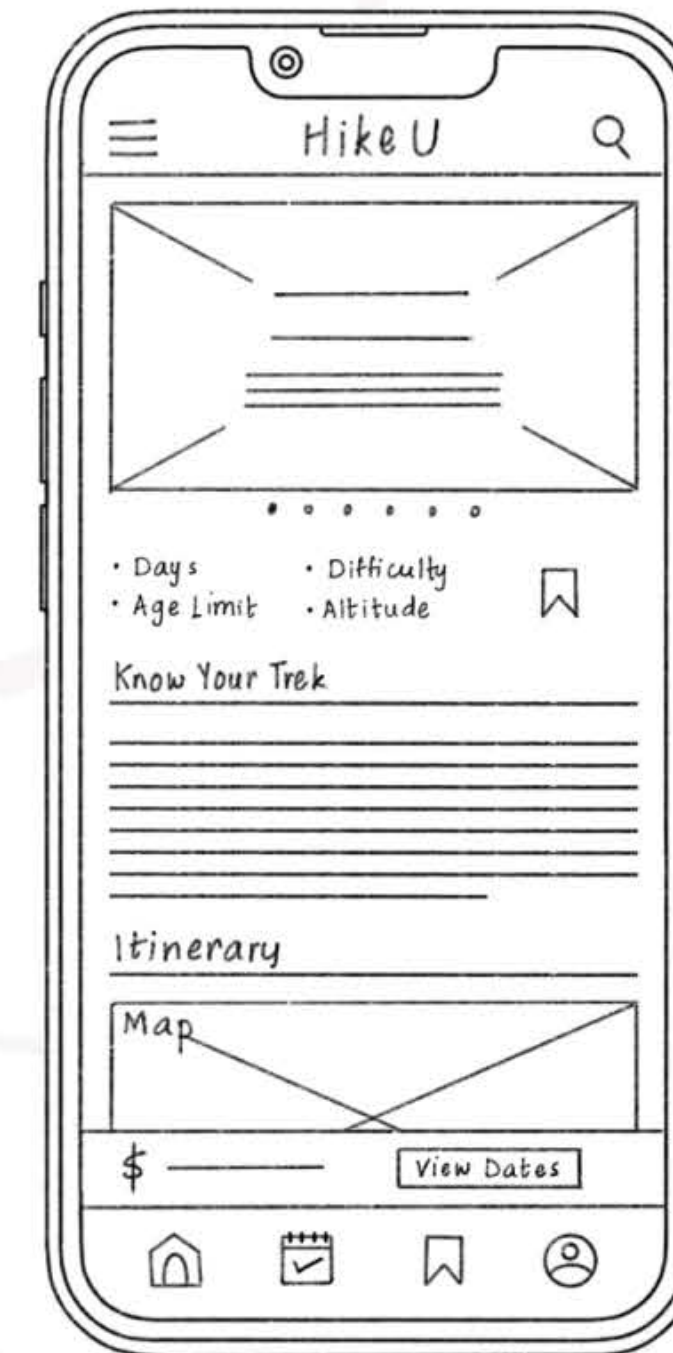
Options



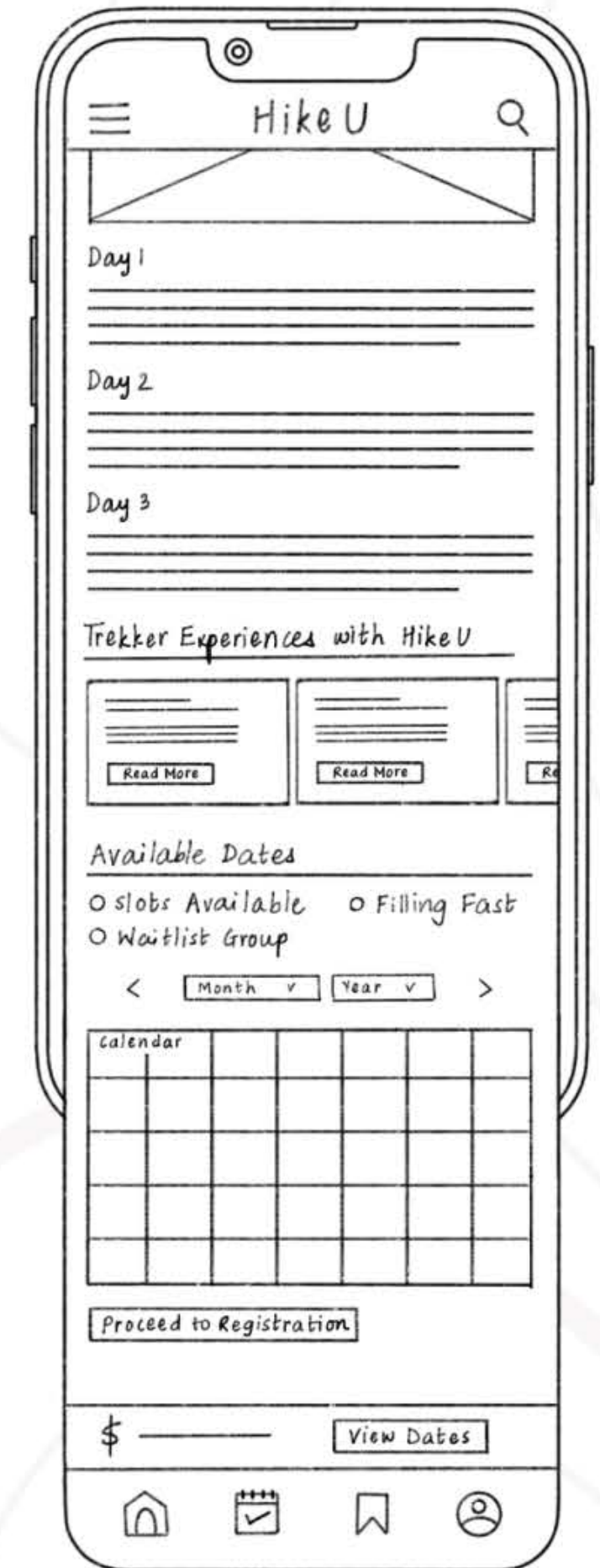
Upcoming Treks



Details Page



Details Page



Design System

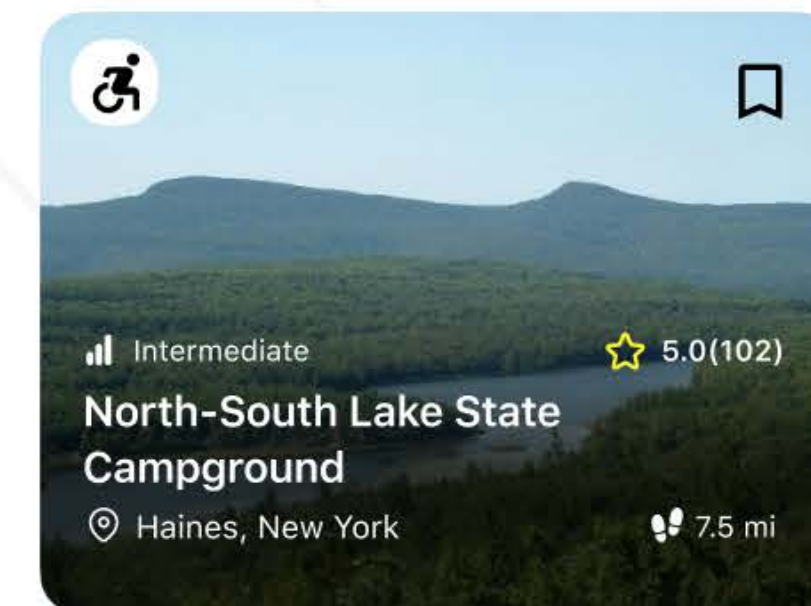
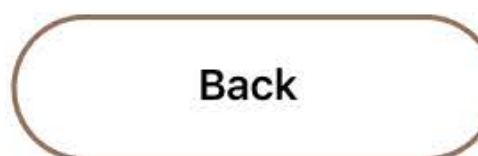
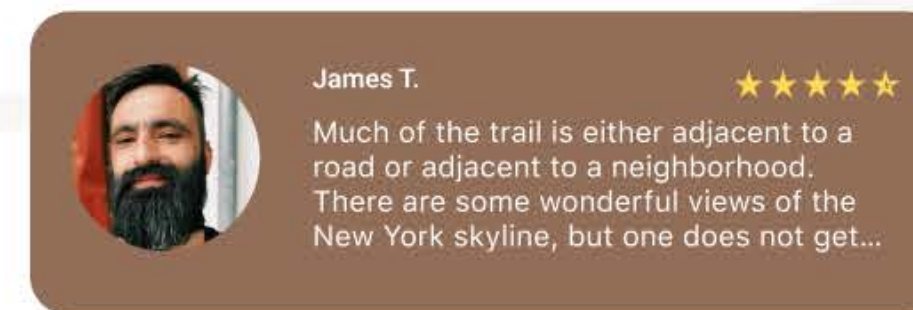
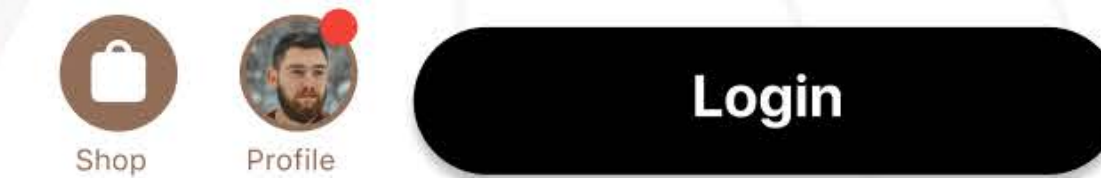
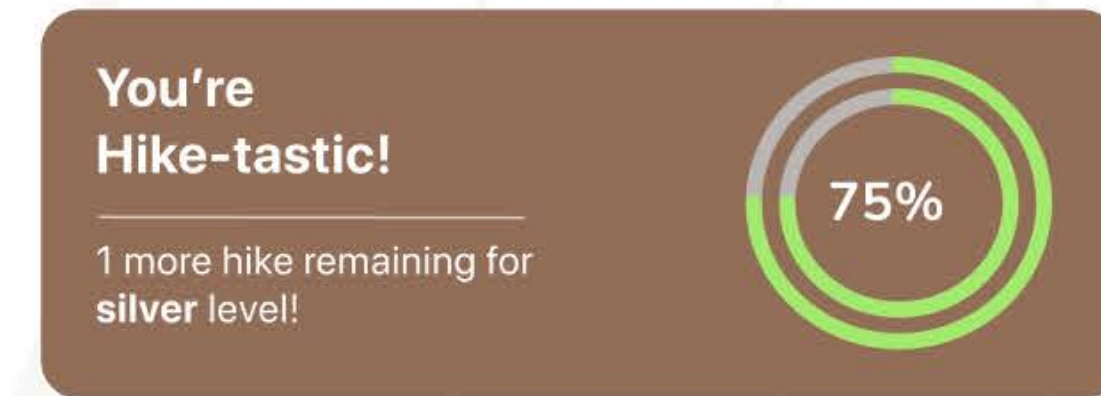
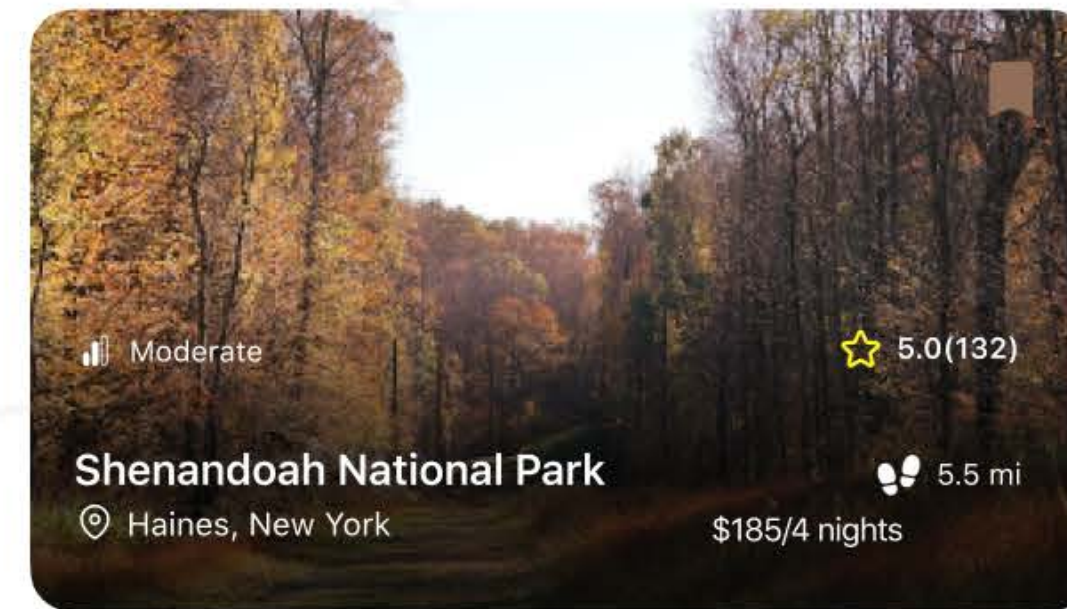
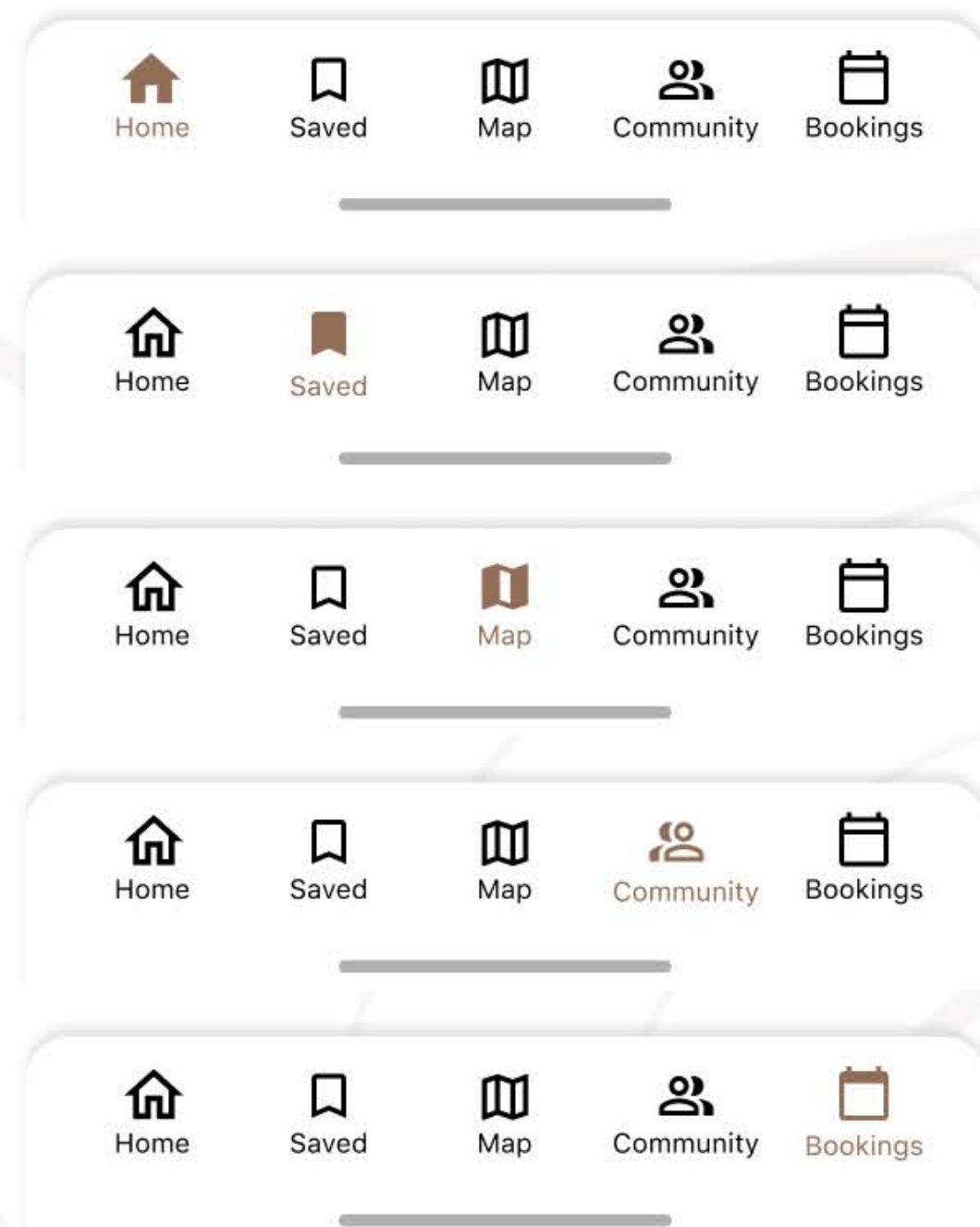
SF Pro Display

SF Pro Text

Bold

Regular **Semibold** **Bold**

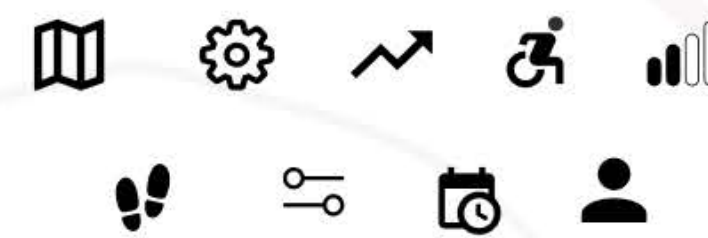
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RrSsTtUuVvWwXxYyZz 0123456789



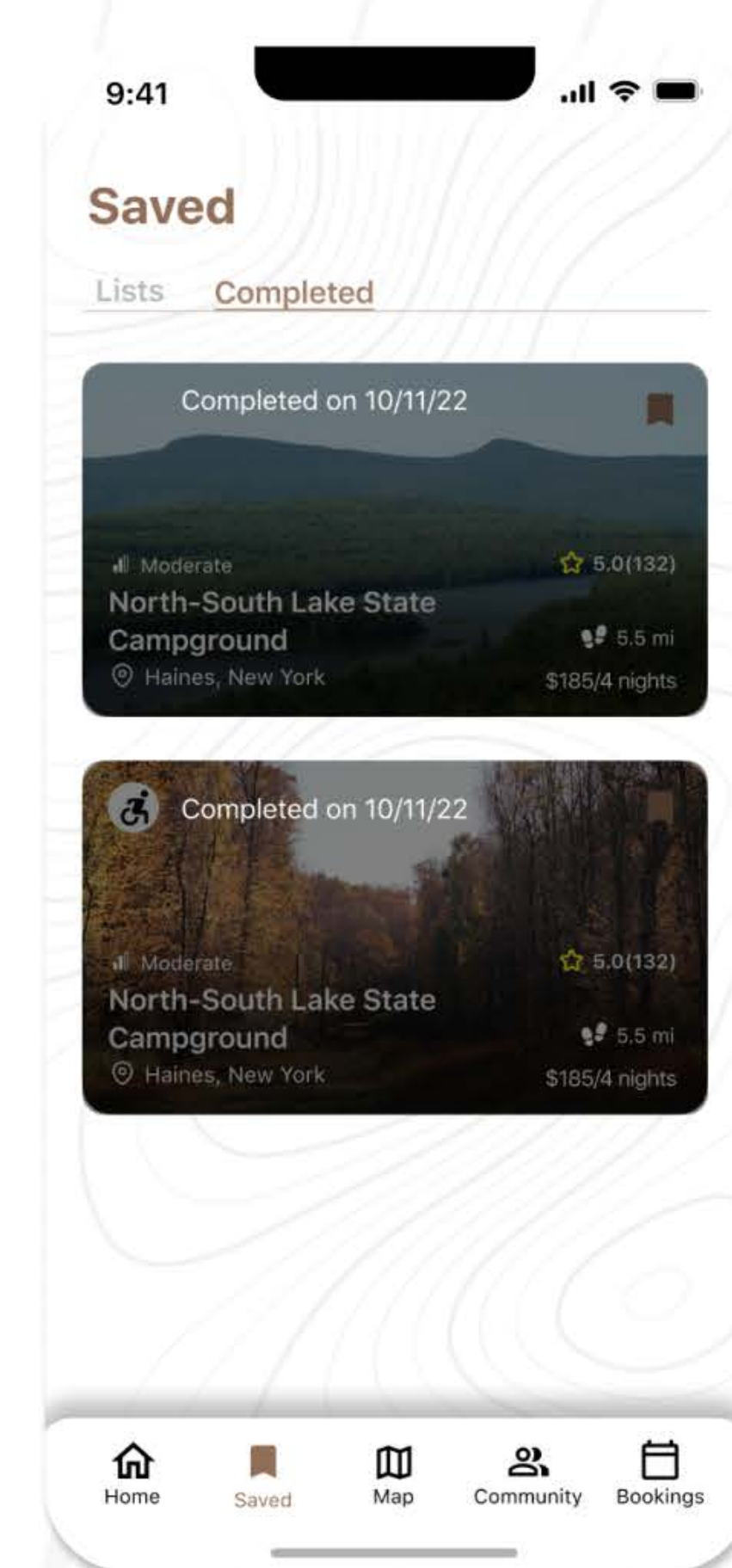
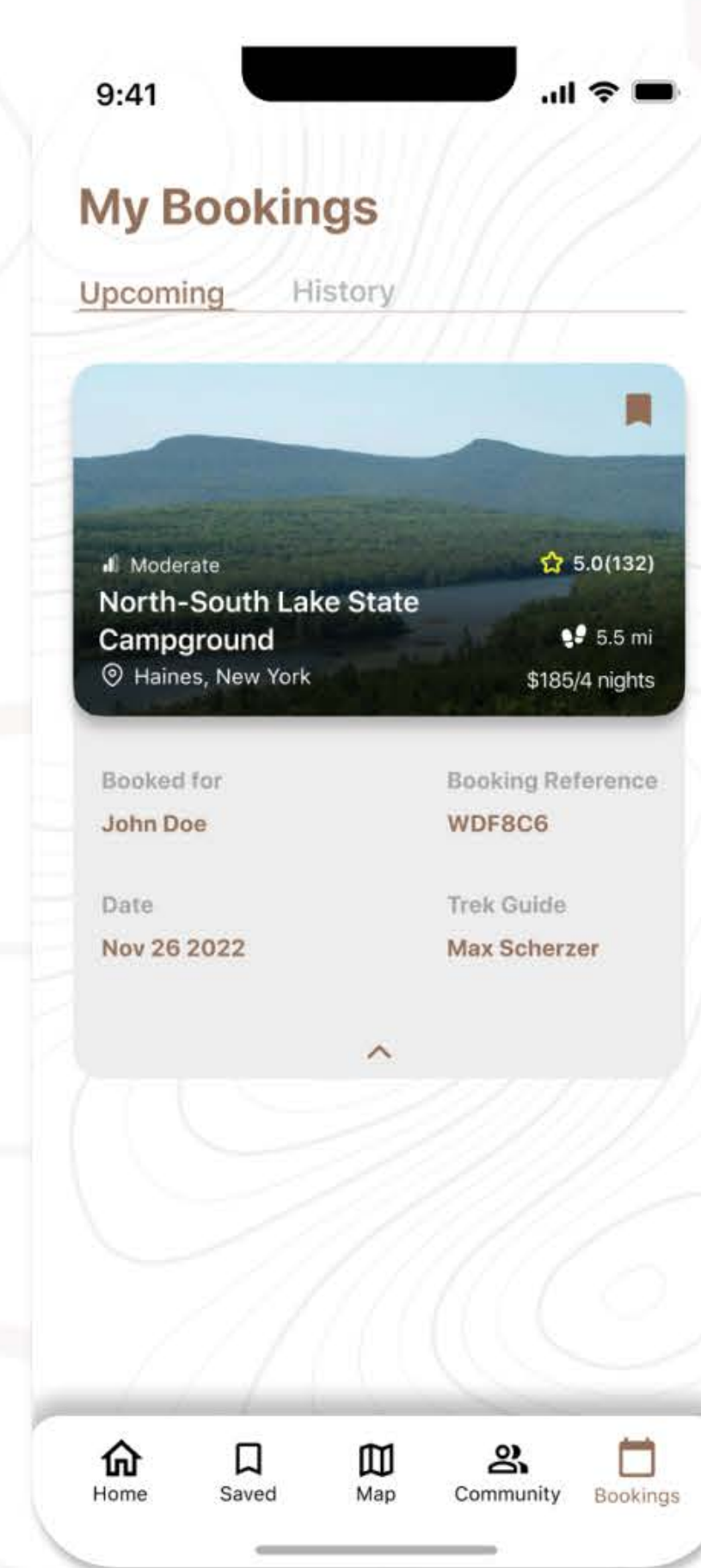
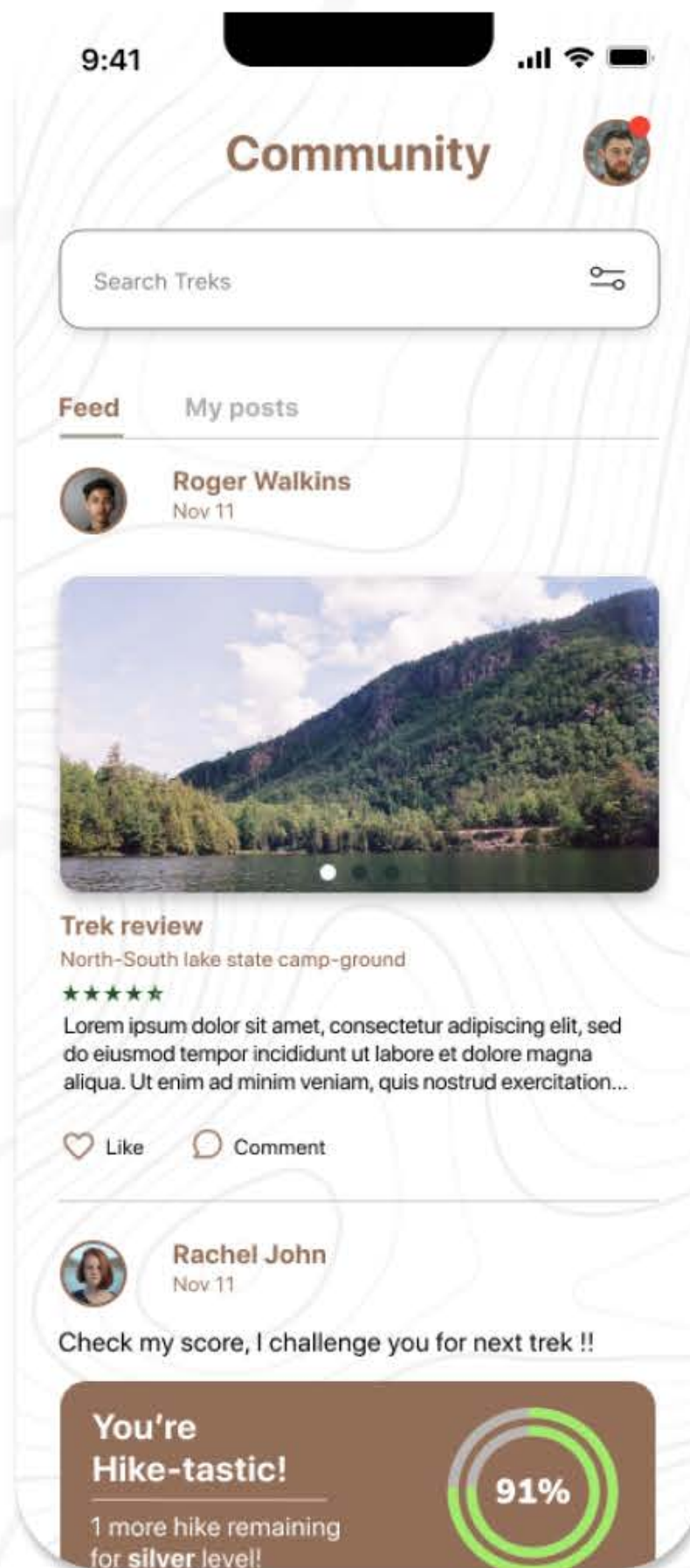
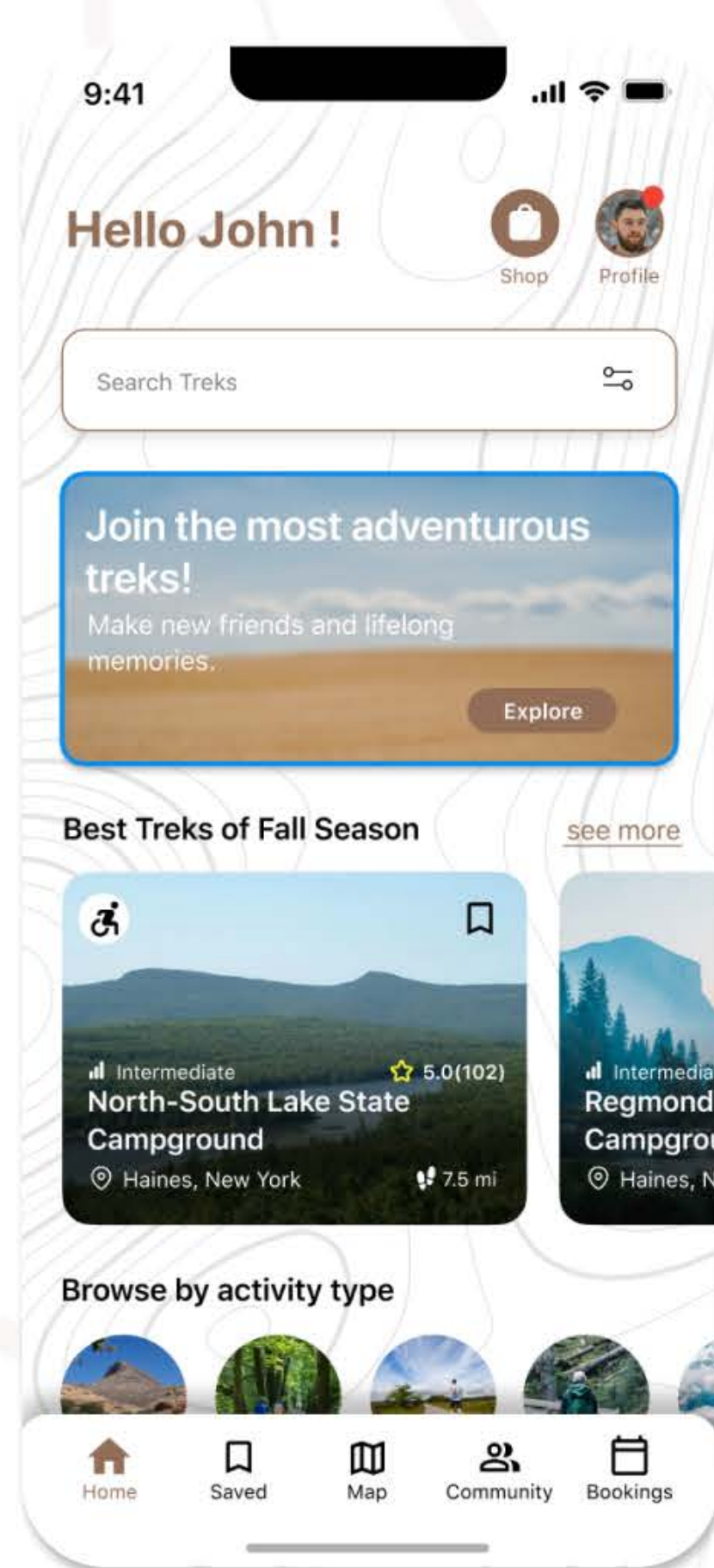
Finish 15 treks to unlock!



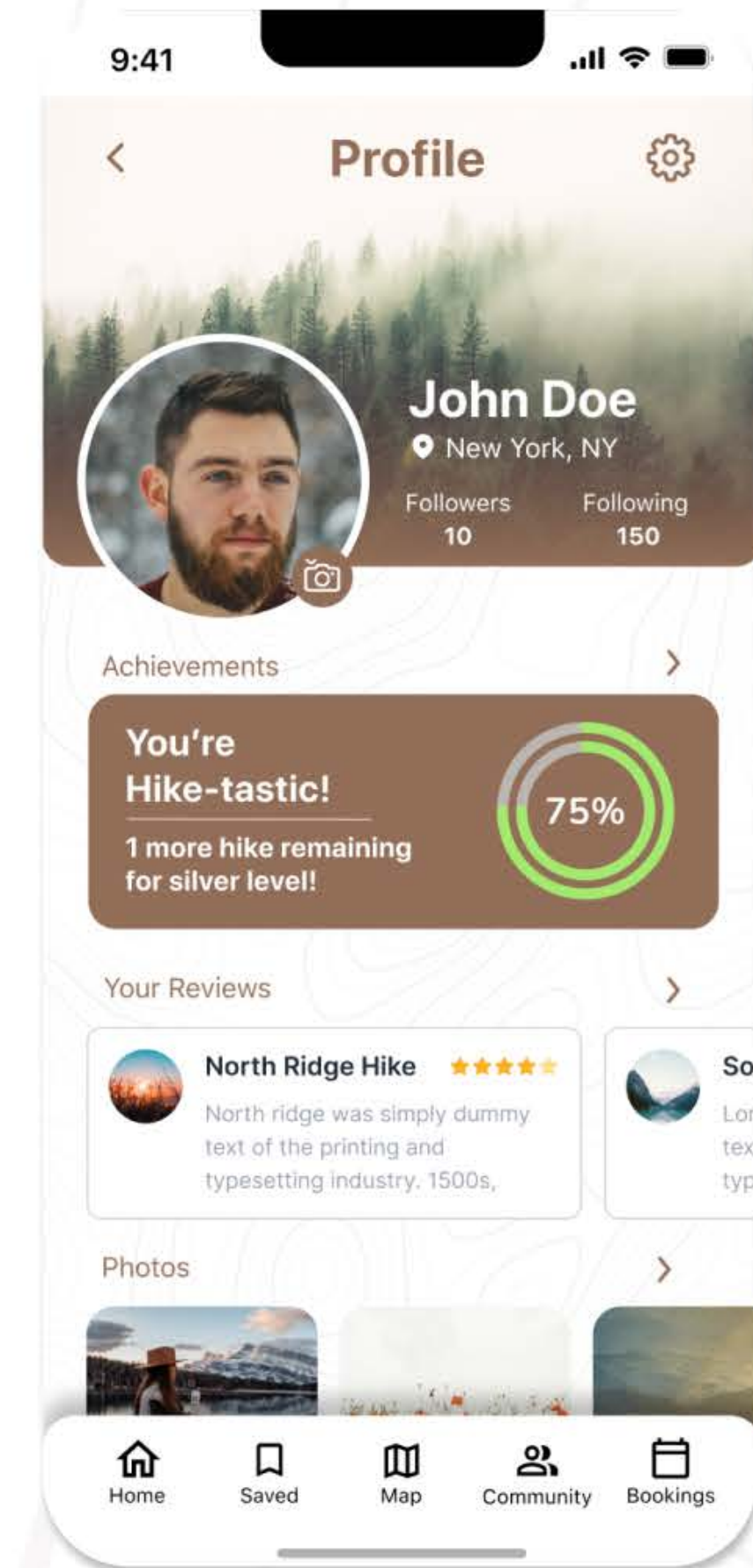
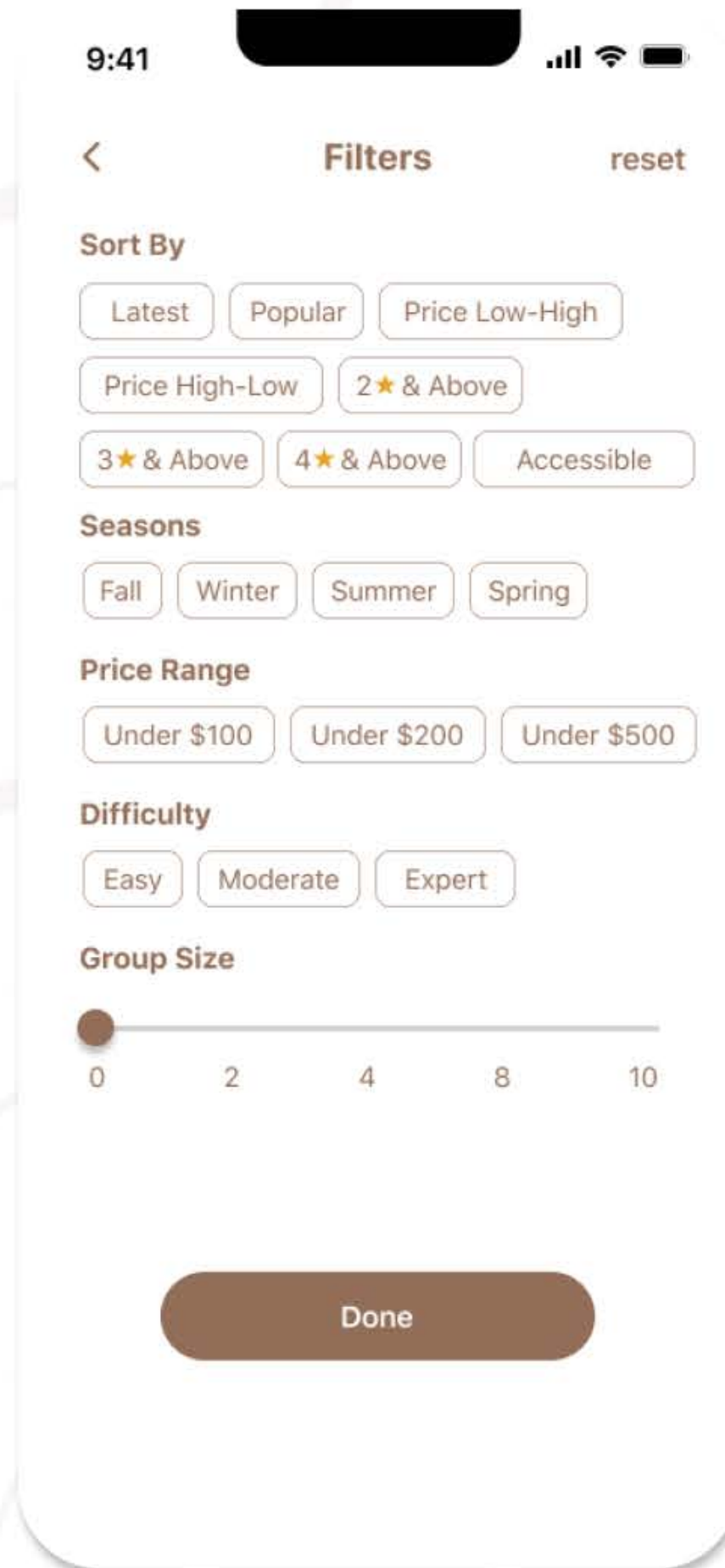
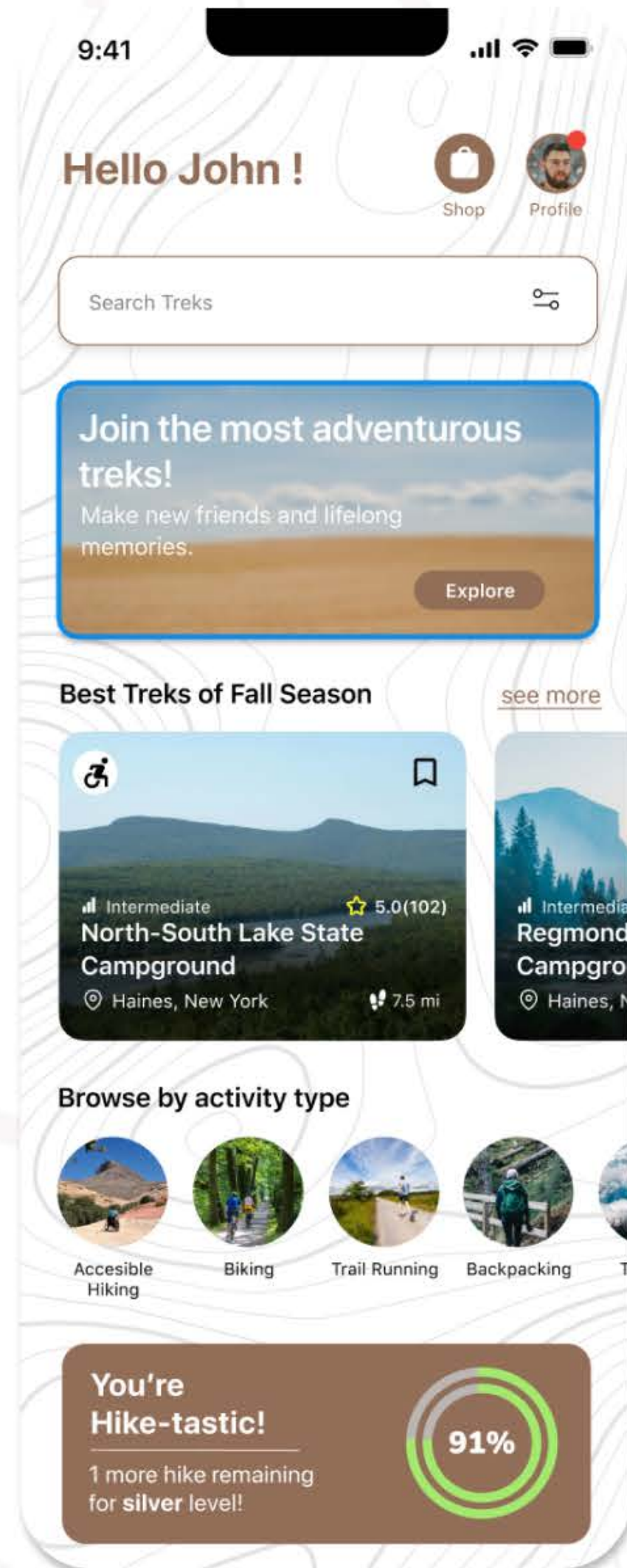
Finish 9 treks to unlock!



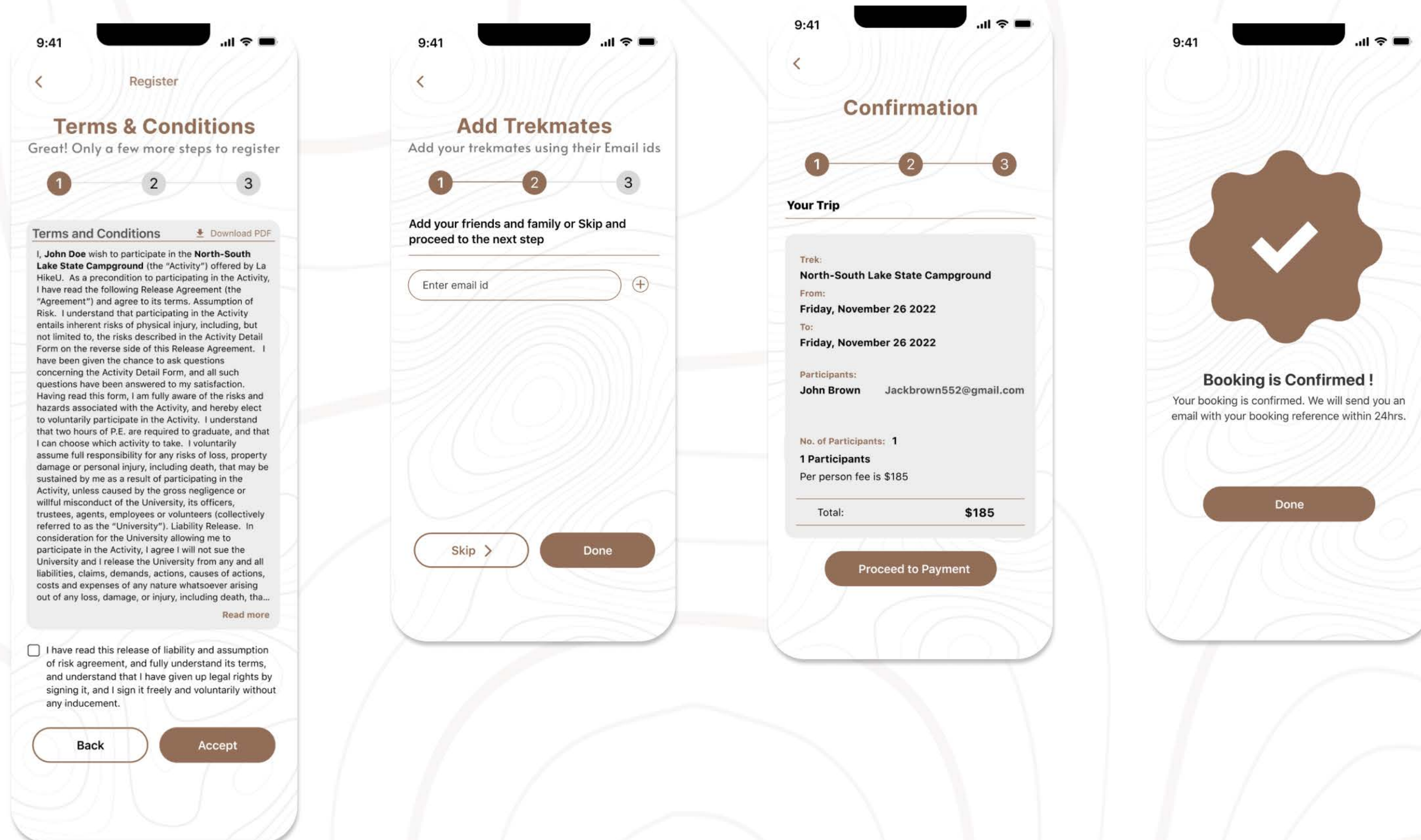
High-Fidelity Prototypes



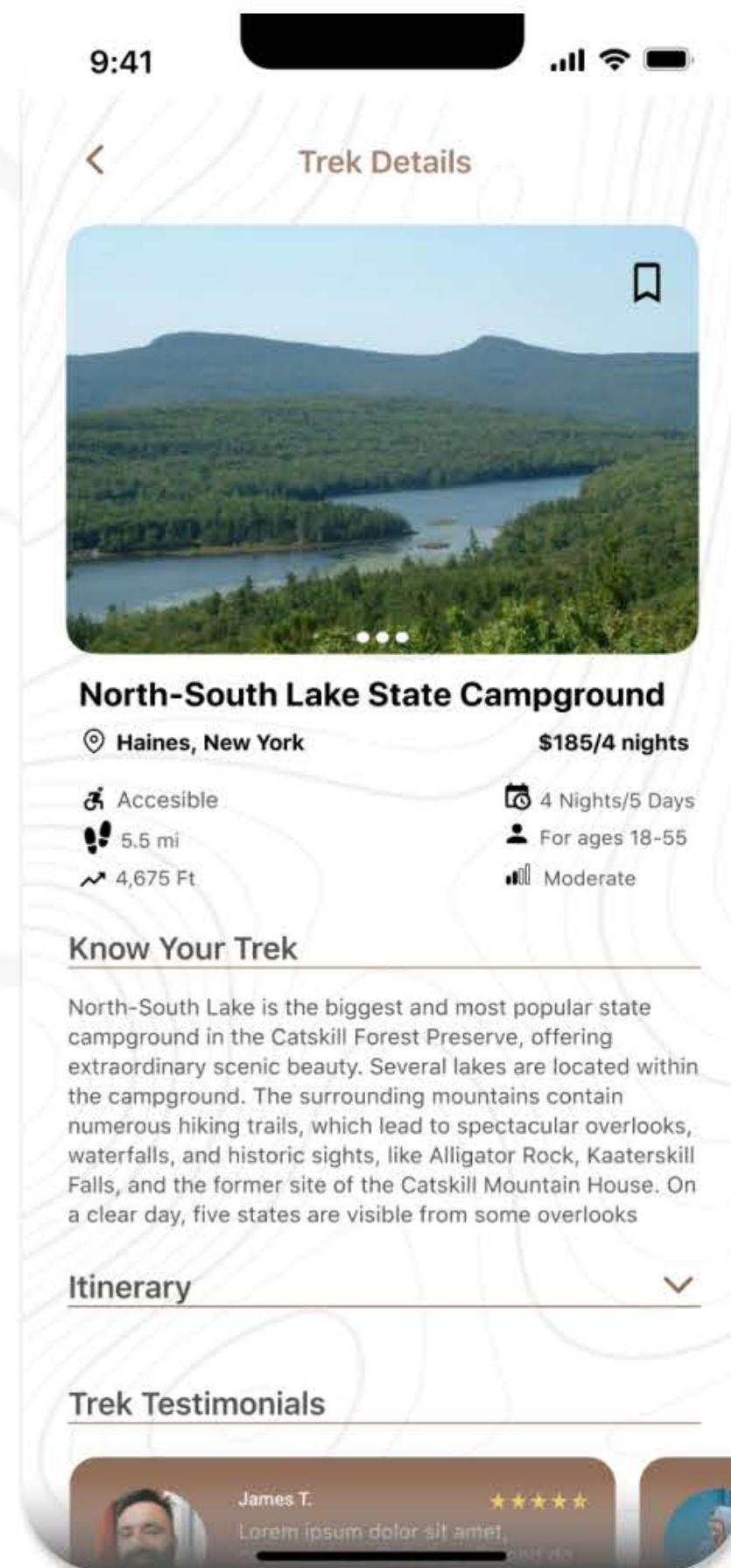
High-Fidelity Prototypes



High-Fidelity Prototypes



High-Fidelity Prototypes



Usability Testing & Evaluation

Process

- No. of Participants: **5**
- Participants were given a brief introduction about the product and were instructed to follow the **Think-Aloud Method**
- 3 tasks were assigned. We observed the participants' behavior while also making notes based on the predefined **Usability Metrics**
- **Free exploration** while following "Think-Aloud" method
- 5 Questions for **Qualitative feedback**
- **SUS Questionnaire**

Qualitative Questions

We were able to get useful feedback from all participants due to the think aloud process while testing.

Users were asked:

- How easy was it to complete the tasks? (We recalled the tasks one after another)
- Was there any icon that confused you?
- Was there a moment where you got confused about what to do next? If yes, how easy was it to get back on track?
- Did you find any page to be too cluttered with information or images?
- As someone who goes hiking often or someone who wants to pursue it more, what other features do you think could be beneficial?

SUS Results

SUS Score

X: Sum of all odd numbered questions (22) - 5 = 18

Y: 25- Sum of all even numbered questions (7) = 18

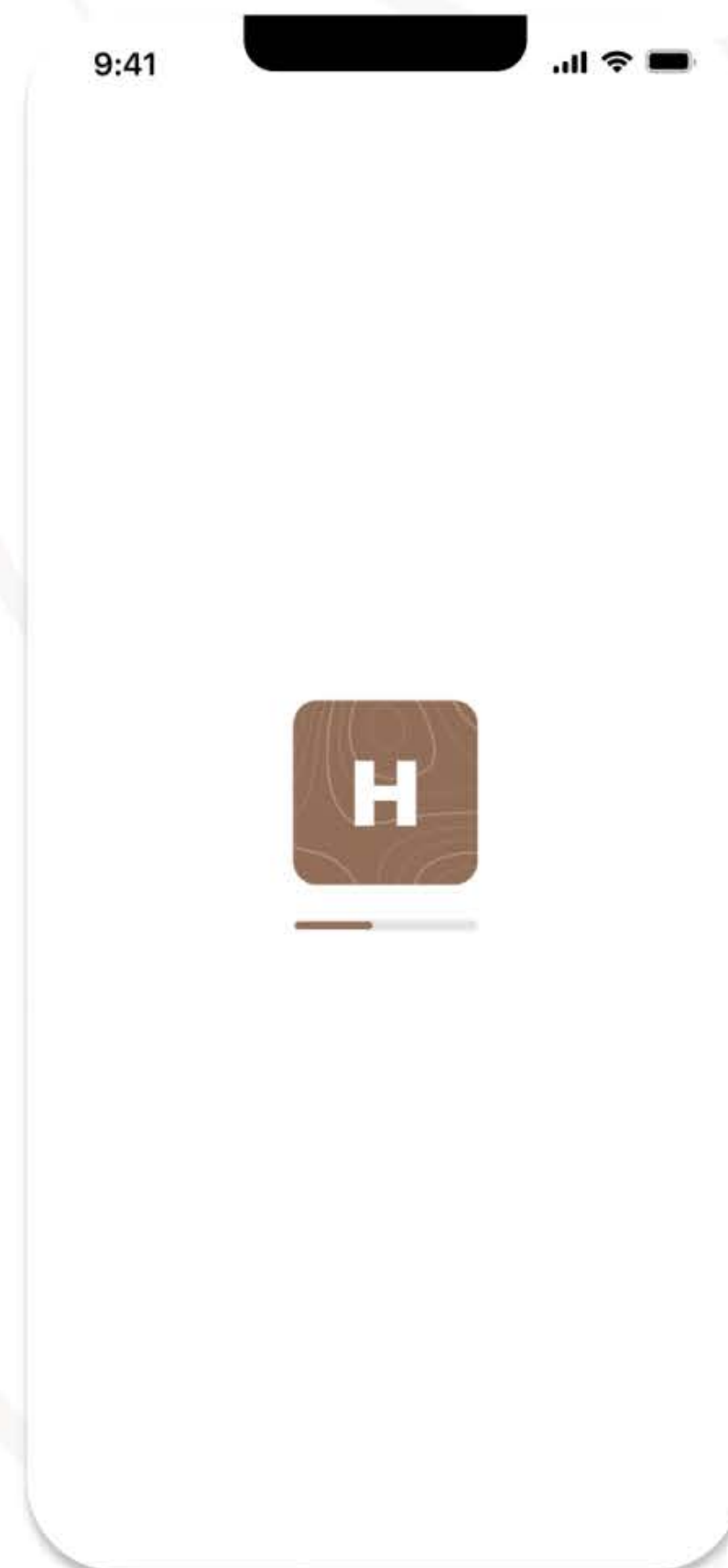
SUS score = $(18 + 18) * 2.5 = 90$

Based on the scale, our application received **Grade A** and adjective rating of **"Excellent"**

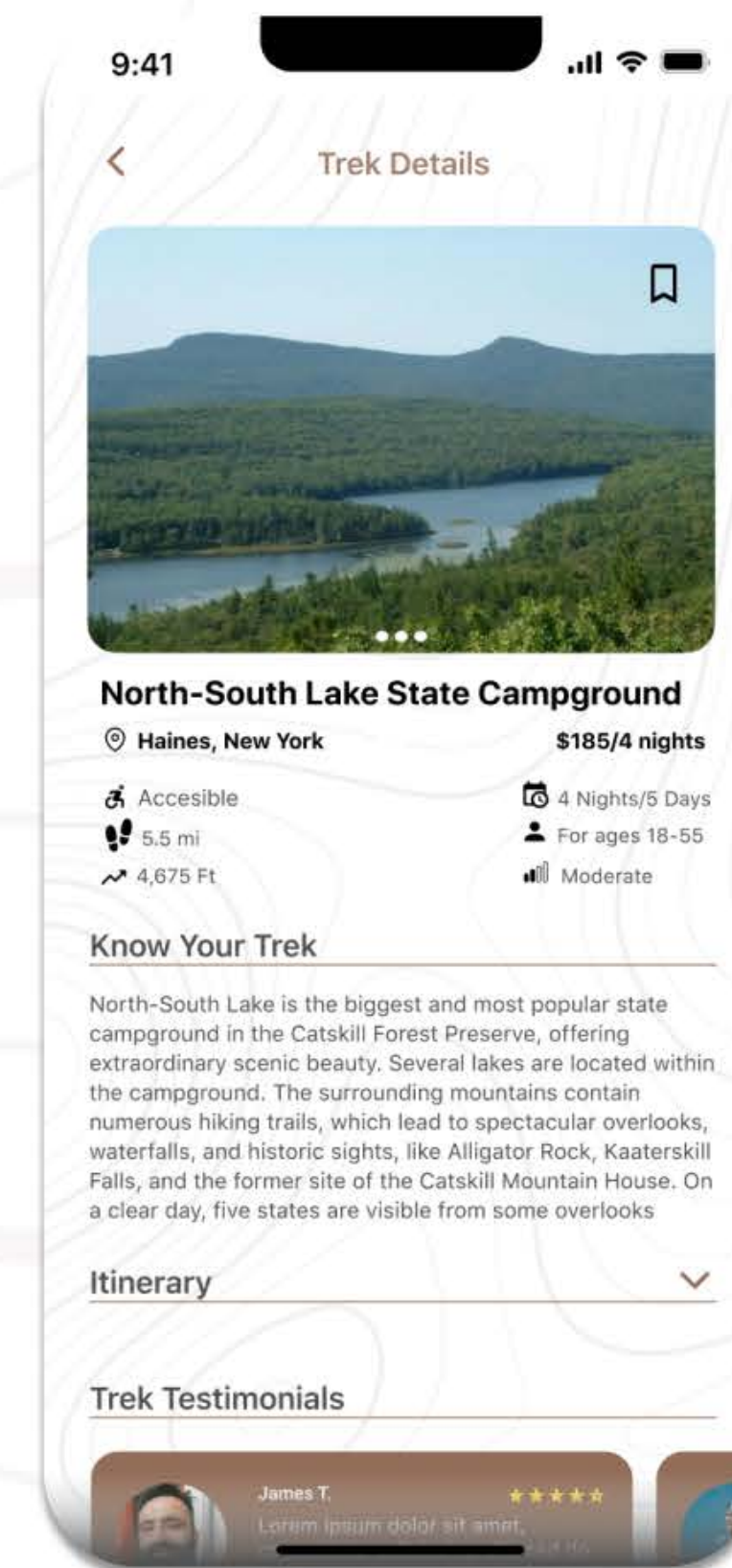
Name	I think that I would like to	I found this website unne	I thought the system was	I think that I would need t	I found the various func	I thought there was too m	I would imagine that most	I found the system very di	I felt very confident using	I needed to learn a lot of t
Participant 1	5	1	4	1	5	1	4	1	5	1
Participant 2	4	2	4	1	3	4	5	1	5	1
Participant 3	4	1	5	1	4	2	3	1	5	1
Participant 4	4	1	4	1	4	3	4	1	5	1

Qualitative Feedback

The feedback helped us to refine our product and make these necessary changes:



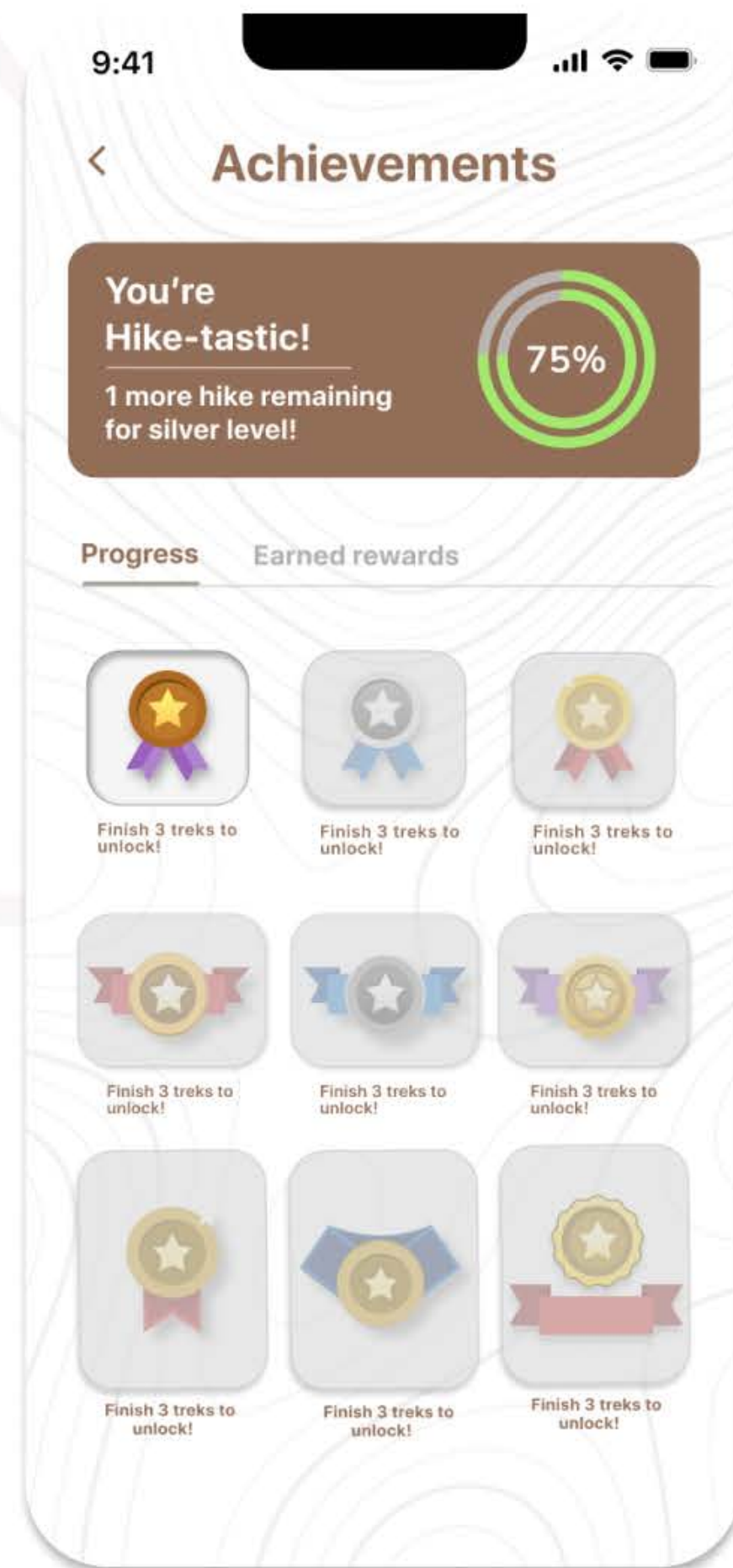
- Adding a loading bar to the onboarding screen



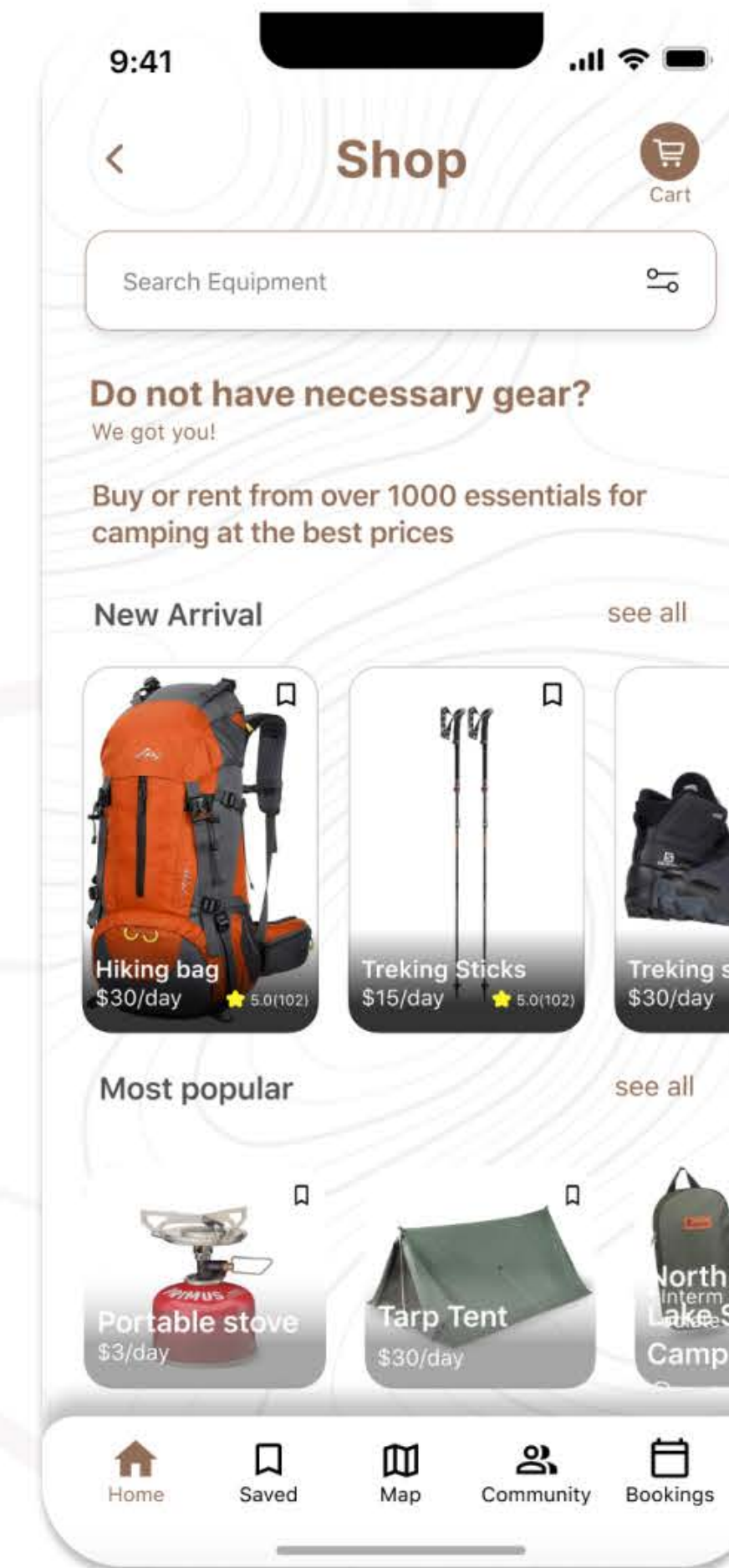
- Making the itinerary a drop-down list to reduce screen size



Qualitative Feedback



- Added a gamification feature to promote hiking and camping within community.



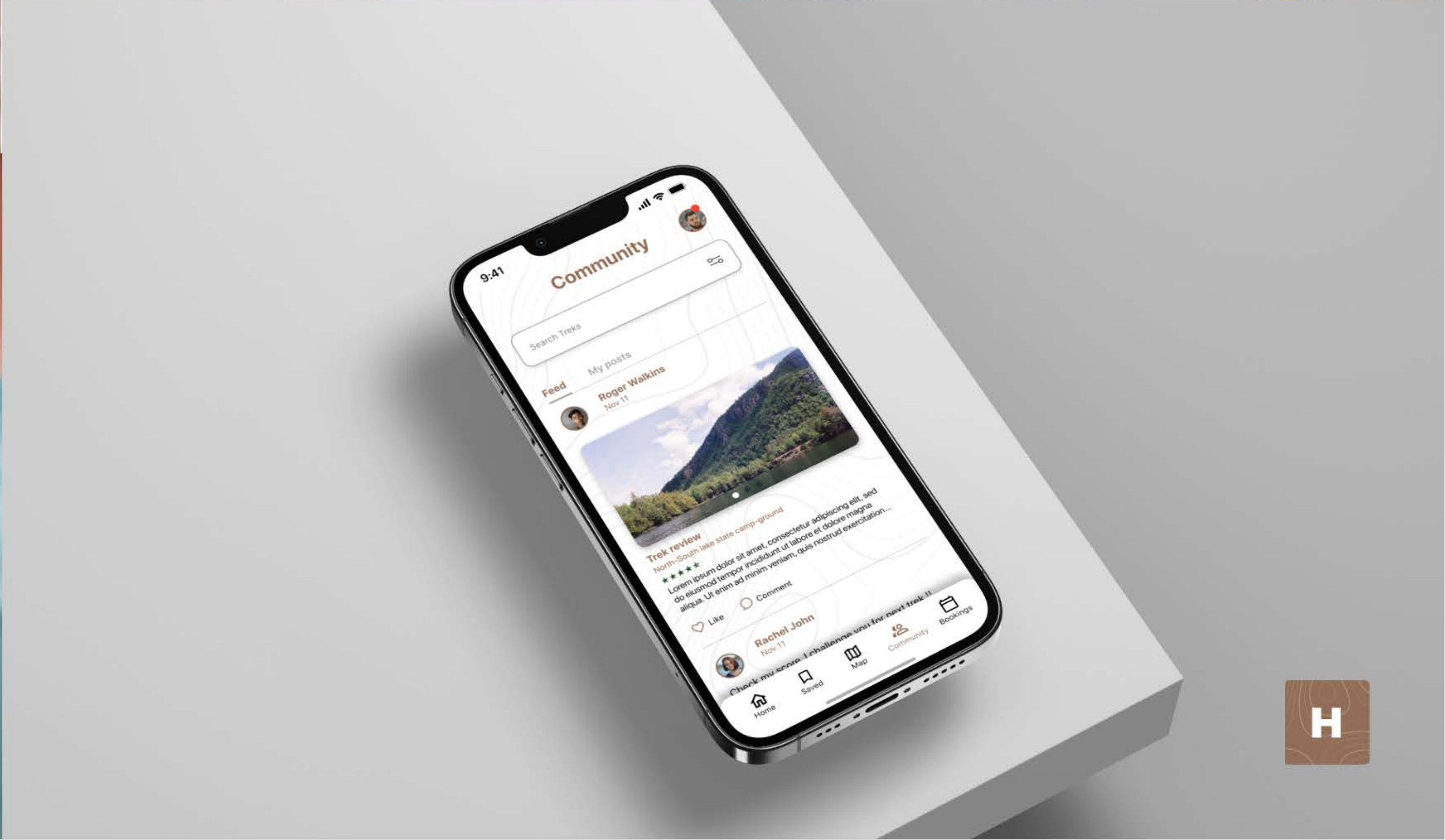
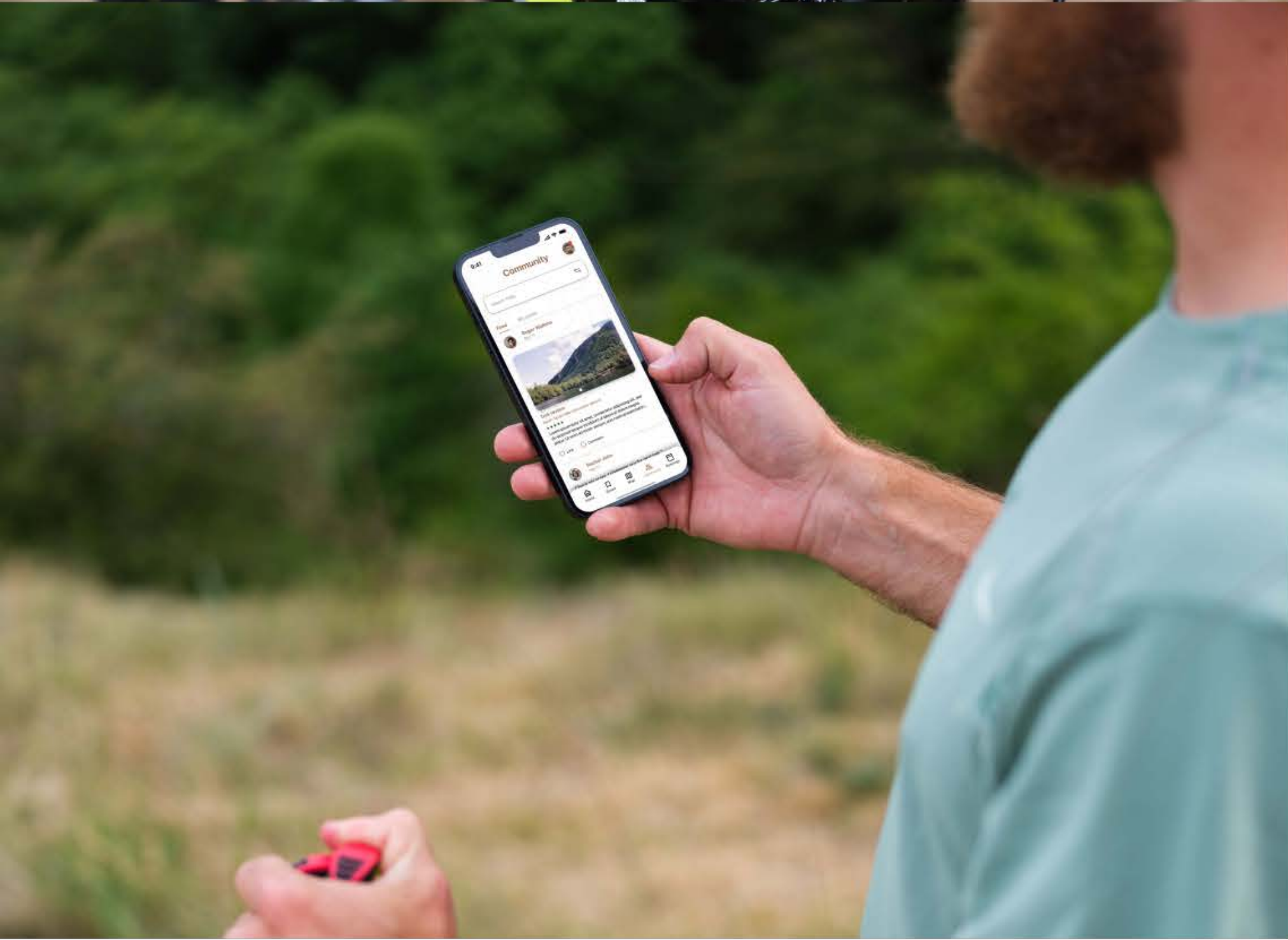
- Added Shop feature where users can buy adventure clothing and equipment.



Future Improvements

1. Subscription model for users.
2. Trail maps.
3. Unguided tour with SOS features.
4. Campsite facilities.
5. Messaging feature.
6. Travel Resources with articles showing how to prepare for a trek.







"This looks like a Novel concept for USA"

"The app is pretty simple to use"

"The app is very aesthetically pleasing"

Thank you

