00 INTRODUCTION

REI, a leader in outdoor retail products, is launching a new line of products for the "connected camper." They have asked our design firm to research the user, their needs, and to identify the core design requirements.
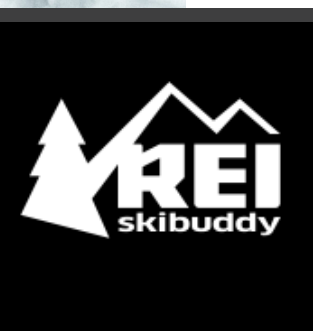
The Connected camper asked and answered the question of what a camping application's optimal role would be.

Our firm is proud to present to you our findings. Through our design thinking and research, we have found an opportunity to reach these outdoorsmen that could benefit from a level of connectivity. Using current REI properties, we would like to introduce a new way for people to feel connected through technology.

REI SKI BUDDY

TABLE OF CONTENTS

REI
skibuddy

PERSONAS

ZACK REISER

Age: 26
Gender: Male
Family size: Mom, Dad, Brother
Income: $20,000
Occupation: Summer Associate/Law Clerk, Bartlett & Spirn, P.L.C.
Education: Bachelors Degree, Graduate student at William & Mary Law School

Personality:

E. S. T. P.

Flexible / Tolerant / Pragmatic / Spontaneous / Friendly / Adaptable / Action-oriented / Impatient / Practical / Simple

Referents & Influences:

Productivity/Budget blogs, Facebook, Google, Friends/Classmates, Amazon deals, Father,

MUST DO / MUST NOT DO

Must do:

- **Present a clear form of usability.** This persona doesn't want an app that can do everything. He wants an app that does a feature really well.
- **Connect with other apps and services.** Having every experience in their own silo creates inefficiencies and decreases interest
- **Be fast.** This persona does not forgive long loading times or false information.

Must not do:

- **Make the app unusable without a wireless signal.** This persona enjoys the advantage of being connected in the outdoors.
- **Sacrifice the style for the functionality.** There must be large buttons and text, and the images must be readable in unfavorable weather circumstances.

ARCHETYPE

"I am a young adult outdoor adventurist, and technology can play a role to improve my outdoor recreational activities. More efficiency means more time for me to enjoy nature."

Zack Wiseman didn't want his summer to end. Working part-time as a summer associate for a local law firm, Bartlett & Spirn; his weekends were wide open for outdoor adventures with his friends and family. He often visited his parent's lake house, participating in activities like hiking and kayaking. His father taught him to not just appreciate nature, but to have fun in it.

Now well into the fall semester for William & Mary Law School, Zack's schedule filled with classes and studying. Despite the busy days and long nights, he looks forward to his winter adventures— winter ski trips to Snowshoe Mountain Resort in West Virginia. In his downtime, Zack browses for deals and new tech that could enhance his much anticipated vacation. Zack recently bought a GoPro, a purchase that wasn't friendly to his low student income. But he thinks that recording those outdoor experiences make it worth it.

TECHNOLOGY EXPERTISE

- Internet
- Using software
- Using mobile apps
- Using social networks

DEVICE & PLATFORMS

Mac Owner, PC user

Mobile phone, iPhone

App
Social Media: 38%
Reading: 31%
Photography: 18%
Games: 9%

Software
Business/School: 66%
Utilities: 13%
Others: 17%

EXPERIENCE GOALS

The product should be visually approachable and responsive to my situation.
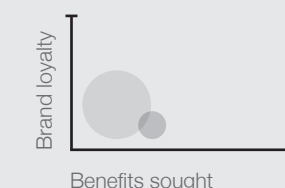
BRAND RELATIONSHIP

Customer Type:

LVL 2 Recognize brand but seeks directly into Internet.

Seek & Value:

- **Quality Products**
- **Trusted Reviews**
- *Outdoor information*

Using the Brand:

Brand loyalty

Benefits sought

BRAND KEY QUOTE

I trust REI to provide me with quality gear for my outdoor adventures. But I'm not loyal to them.

PRODUCT KEY QUOTE

I don't have any REI apps because they don't fix anything a quick google search wouldn't.

01 PERSONAS

GARY WILKINS

Age: 44
Gender: Male
Family size: Wife, x2 daughters, x2 sons
Income: $85,000
Occupation: Marketing Director, Kingston Software
Education: Masters Degree, Business Communications; Bachelors Degree, Graphic Design

Personality:

I.S.F.J.

Friendly / Responsible / Conscientious / Loyal / Considerate / Kind / Stable / Practical / Seeks harmony

Referrents & Influences:

Podcasts/Audiobooks, Google, LinkedIn, Coworkers,

MUST DO / MUST NOT DO

Must do:

- **Present a clear form of usability.** This persona doesn't want an app that can do everything. He wants an app that does a feature really well.
- **Be Reliable.** The information must be current and relevant to the situation.
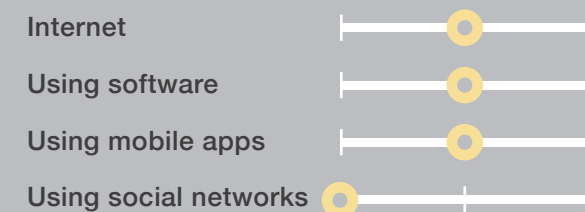- **Be simple in presentation.** The use alone must coincide with the peaceful nature of the outdoors.

Must not do:

- **Make the app unusable without a wireless signal.** This persona will have this experience often during the adventure.
- **Sacrifice the style for the functionality.** There must be large buttons and text, and the images must be readable in unfavorable weather circumstances.

ARCHETYPE

"I am an outdoor enthusiast, and I seek to share my passion with my loved ones by providing them with opportunities to create wonderful memories in nature."

Gary Wilkinson doesn't like to consider himself the leader— more of a diplomat. He calmly manages the many personalities that buzz around him at home and at the workplace. Through all of this, Gary finds quiet moments to recharge. He enjoys getting to work early and read in his office before the pressing emails arrive. Sometimes he takes the longer way home to listen to the last bit of his podcast. And he enjoys the serene moments in occasional weekend outdoor trips where he can breathe a little bit deeper.

There is a time and a place for everything in Gary's life, but he's starting to see that time disappear as his four children start up another year in school and demand more money and time. The issues that children face are foreign to him, but he doesn't give in. Instead, Gary offers a simpler life through the love of the outdoors, free from gadgets and connectivity. In the wintertime, he often takes his two boys with him to ski and bond at Brighton Ski Resort. There, they ski and get hot chocolate and race down the mountain.
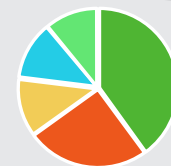
TECHNOLOGY EXPERTISE

- Internet
- Using software
- Using mobile apps
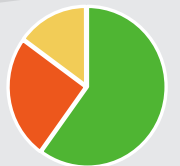- Using social networks

DEVICE & PLATFORMS

Mac Owner & User

Mobile phone, iPhone

App
Music/Podcasts: 40%
Photography: 25%
Utilities: 12%
Games: 12%
Social Media: 11%

Software
Business: 60%
Utilities: 25%
Others: 15%

EXPERIENCE GOALS

The product should be a useful tool that maintains the harmony found in nature.

BRAND RELATIONSHIP

Customer Type:

LVL 3 — Know and actively use our products / services.

Seek & Value:

- **Trusted Reviews**
- **Quality Products**
- *Outdoor information*

Using the Brand:

Brand loyalty / Benefits sought

BRAND KEY QUOTE

REI is a trusted source for equipment purchases online or in person. They're a great strength in the outdoor community.
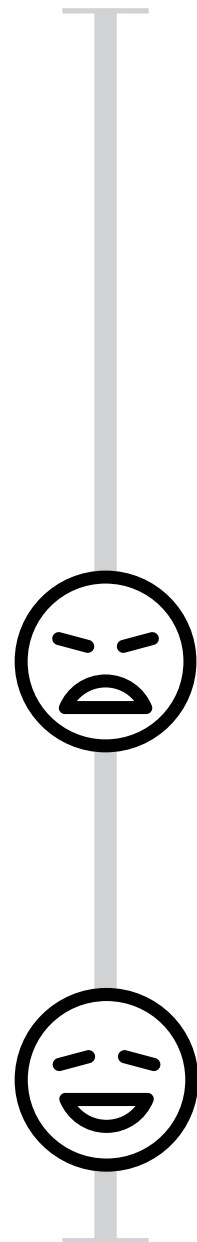
PRODUCT KEY QUOTE

I don't use apps when I'm out, but the REI app with GPS enabled maps could be useful.

02 USE CASES

ZACK REISER

Zach made plans to go on a ski trip with 10 of his friends during the holiday break, in order to destress from their hectic fall semester.

In preparation, all 11 of the friends, ranging from beginner to expert, downloaded the REI SkiBuddy app.

Early in the morning before their first day, Zach's crew started to plan out their ski routes in order to make the most of their exciting day ahead. Extremely exhilarated, they took the ski lift to the very top of the mountain and set off in a fast fury.

As everyone raced down the mountain, Zach started to lose track of their planned route. He eventually came to a fork in the slope and had no idea which way his friends were going.

He went left. But his friends went right. Zack zoomed down the mountain alone and stressed that he'd miss out on the adventures with his crew. Who knows how long he'd be skiing solo, now.

But in a moment of clarity, Zach pulled away from the slope and pulled out his REI SkiBuddy app. He located his friends on the map at that exact moment. In a sigh of relief Zach was able to assure which way to go at the fork in order to make it back to them.

Losing little time and energy, Zach got right back on route to his friends waiting at the bottom of the mountain. They didn't even notice they separated.

GARY WILKINS
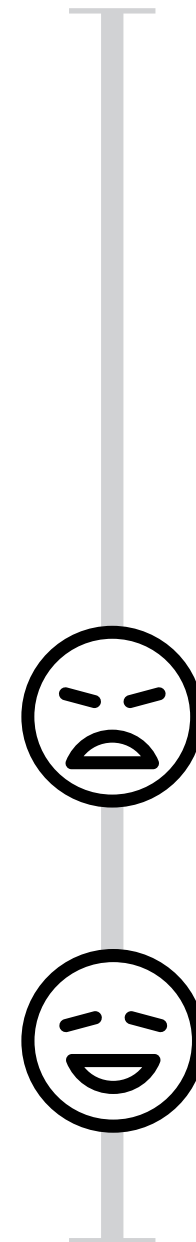
Gary decided to plan a family ski trip to Brighton Ski Resort.But as the trip grew closer, Gary grew apprehensive of the idea of trying to keep track of his children while on the slopes. Although skiing is an exciting sport, it is also dangerous and easy to get separated.

An avid REI customer, Gary was recommended to download the REI SkiBuddy App onto all of his family's cell phones. Although he felt a small sense of relief, he still had unsure feelings.

The big trip finally arrived, and the family found themselves on the beautiful, fresh powdered slopes.
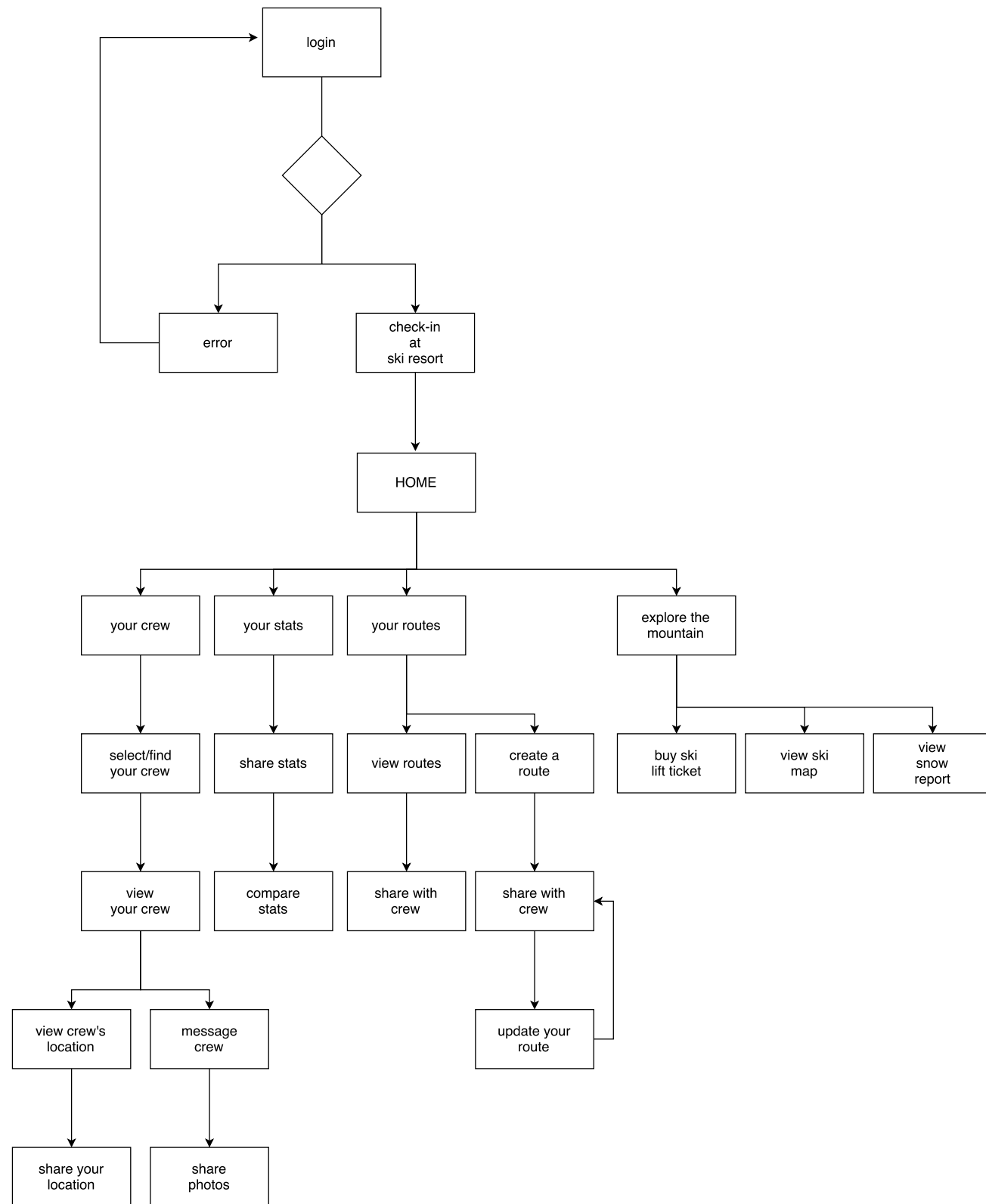
On the first run down the mountain, Gary got caught behind the rest of his family helping his youngest daughter took a tumble, unclipping one of her skis.

In a panic, Gary started to yell down the mountain to tell the other kids to wait, but they did not hear him over all the other skiers.

At that moment, Gary remembered. He pulled out his REI SkiBuddy app, and realized he was able to still keep tabs on his other children as they skied down the mountain.

Once he fixed her ski, Gary and his daughter followed the others' exact route down the mountain.
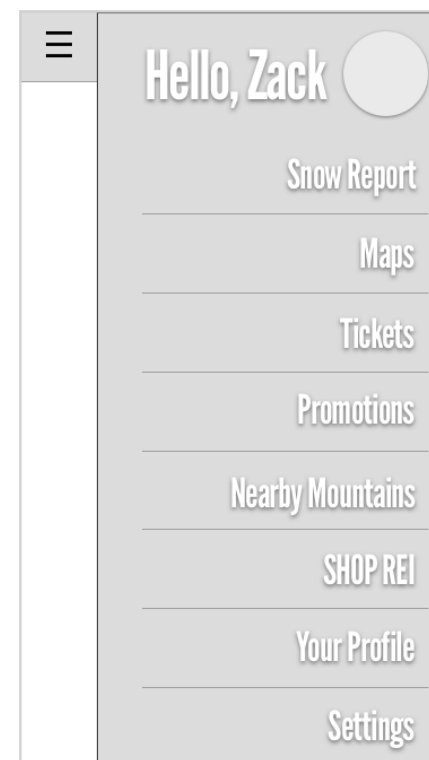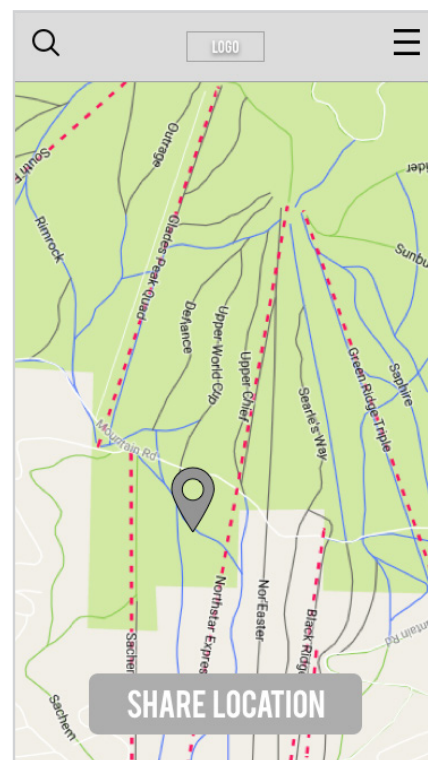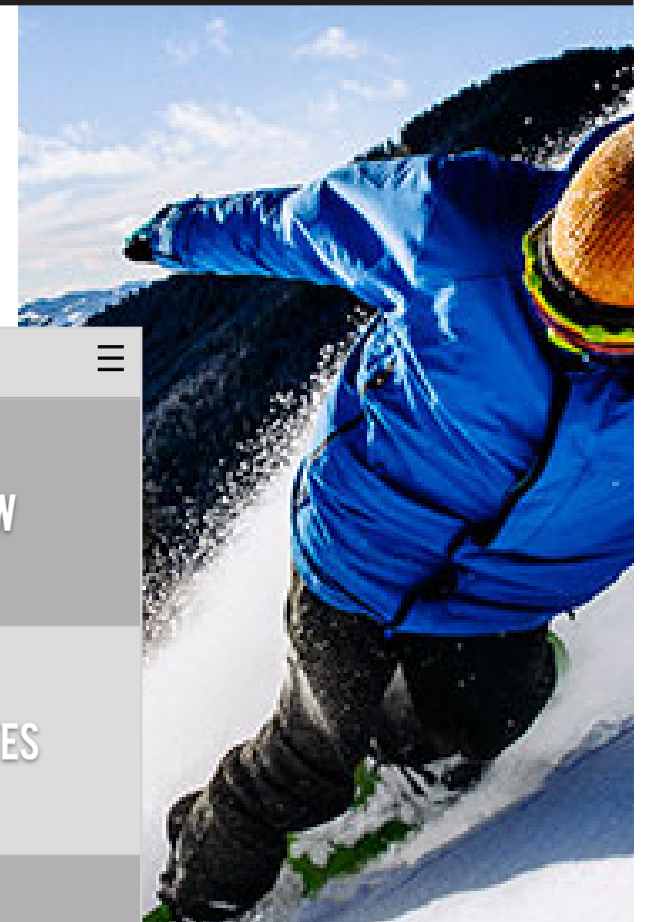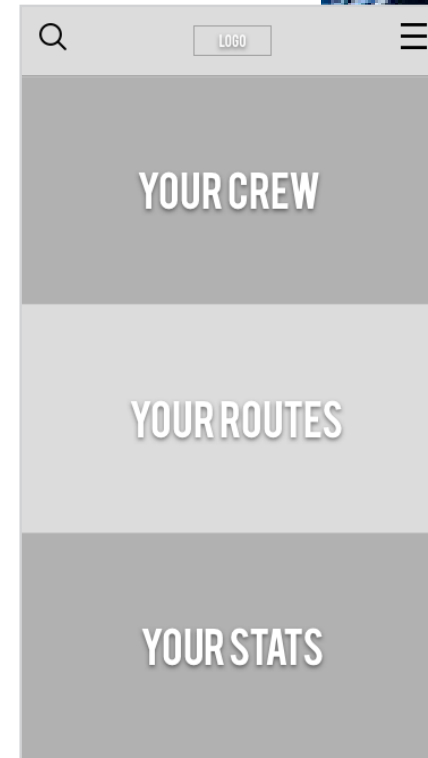
03 USER FLOW

```
                    ┌──────────┐
        ┌──────────►│  login   │
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        │                │
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        │             ◇     ◇
        │              ◇   ◇
        │                │
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     ┌──┴───┐    ┌──────────┐
     │ error│    │ check-in │
     └──────┘    │    at    │
                 │ski resort│
                 └────┬─────┘
                      │
                 ┌────┴─────┐
                 │   HOME   │
                 └────┬─────┘
```

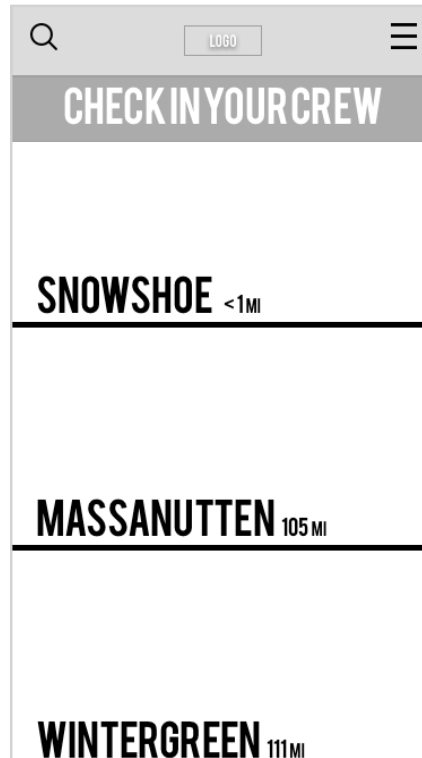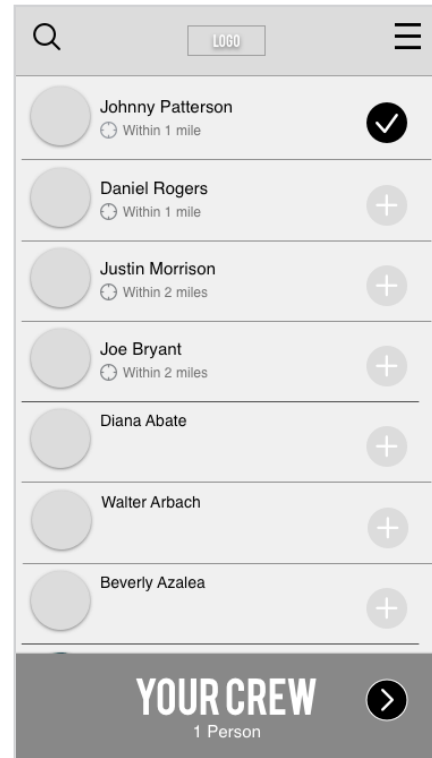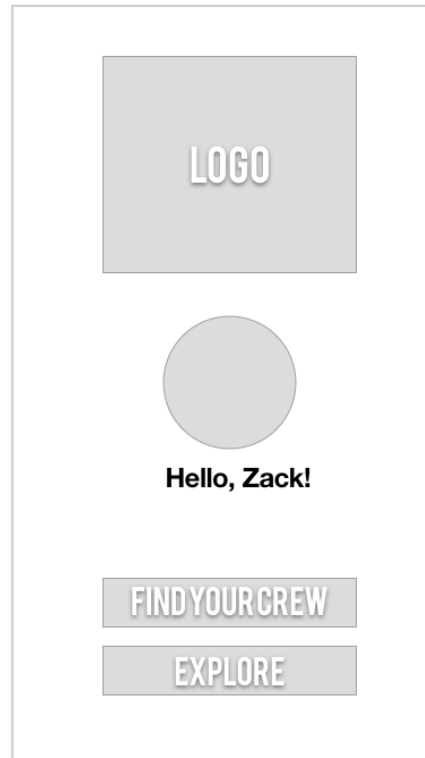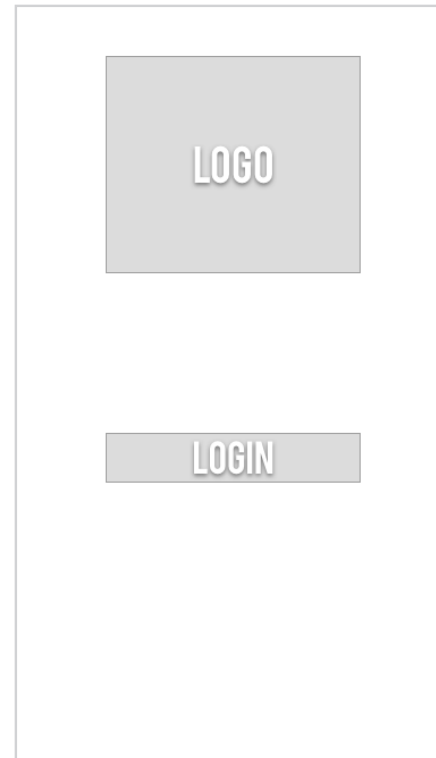| your crew	your stats	your routes		explore the mountain
select/find your crew	share stats	view routes	create a route	buy ski lift ticket / view ski map / view snow report
view your crew	compare stats	share with crew	share with crew	
view crew's location / message crew			update your route	
share your location / share photos				

04 CONTENT/FUNCTIONAL REQUIREMENTS

- An SDK like PubNub, QuickBlox or Sinch to create a chat feature
- Integration with Google Maps API, which already has ski trails outlined for 38+ mountains around the world.
- Utilization of Core Location to allow app to be GPS-enabled
  - This would be paired with logic that determined the closest mountains/resorts to the user
- Integration with Facebook API
- Integration with iOS Photos Framework
- Integration with REI API
- Integration with a Weather API/feed of snowfall reports
- Database (json, CSV) of mountains/resorts
  - Partnering with ski resorts to offer in-app purchases
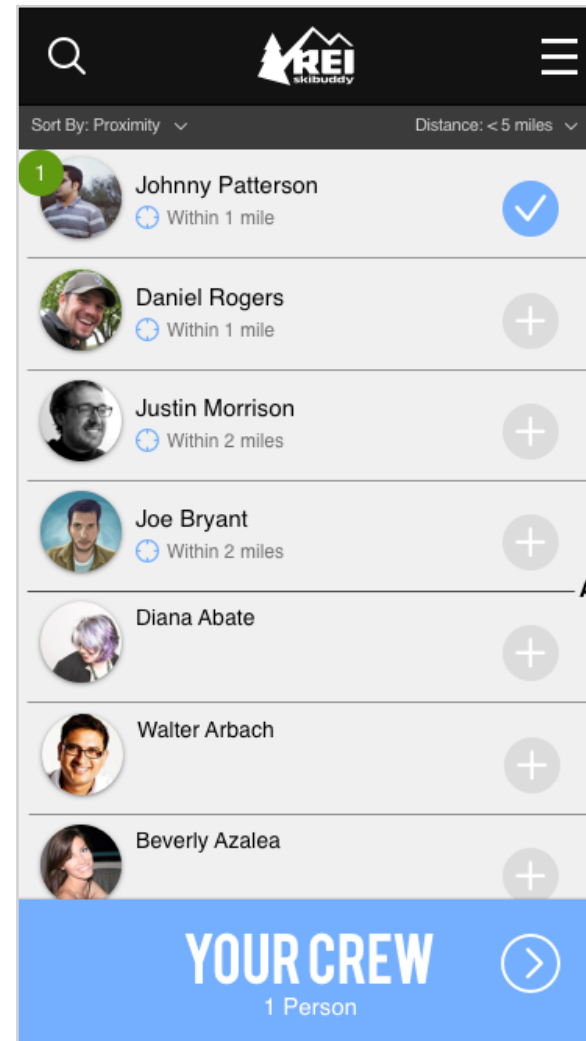 - Facts, information, promotions, and images in the database

05 WIREFRAMES

LOGO

LOGIN

LOGO

Hello, Zack!

FIND YOUR CREW

EXPLORE

Johnny Patterson
Within 1 mile

Daniel Rogers
Within 1 mile

Justin Morrison
Within 2 miles

Joe Bryant
Within 2 miles

Diana Abate

Walter Arbach

Beverly Azalea

YOUR CREW
1 Person

CHECK IN YOUR CREW

SNOWSHOE <1MI

MASSANUTTEN 105 MI

WINTERGREEN 111 MI

YOUR CREW

YOUR ROUTES

YOUR STATS

YOUR CREW

SHARE LOCATION

BASIN AREA
The Connection
Happy Hour Hot Spot

CREATE ROUTE

ZACK

MAX 49.01MPH   AVG 35.22MPH

MIN 8 MIN/RUN   AVG 10 MIN/RUN

TOTAL 64.3MI   RUNS 9TODAY

SHARE

Hello, Zack

Snow Report

Maps

Tickets

Promotions

Nearby Mountains

SHOP REI

Your Profile

Settings

06

2-D LAYOUTS
WITH ANNOTATIONS

-01-

-02-

-03-

SCREEN

2

1 EXPLORE

The explore button allows users who are by themselves to access the app and its features without having to create a crew.
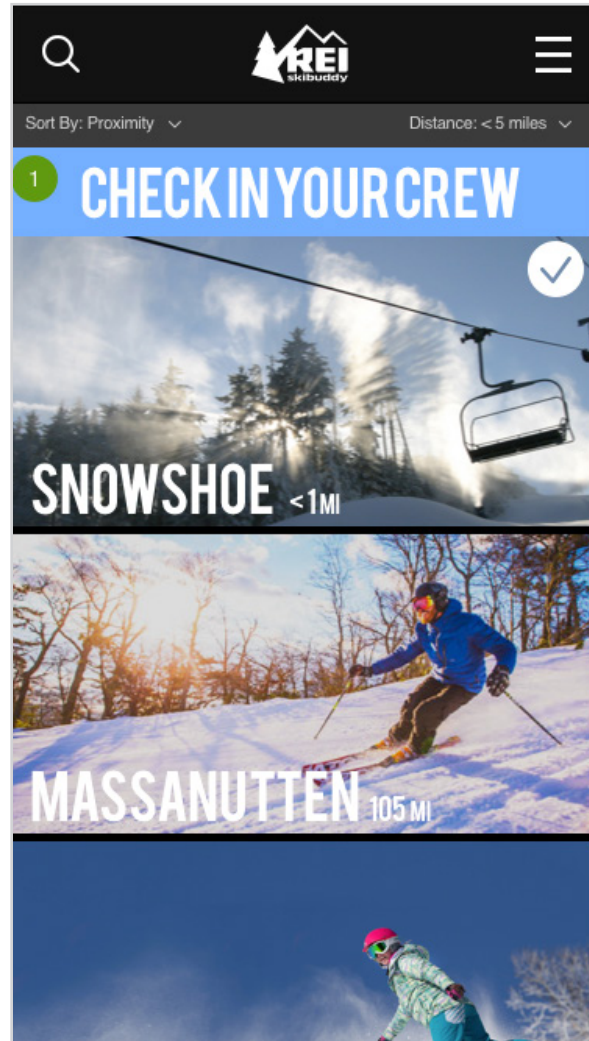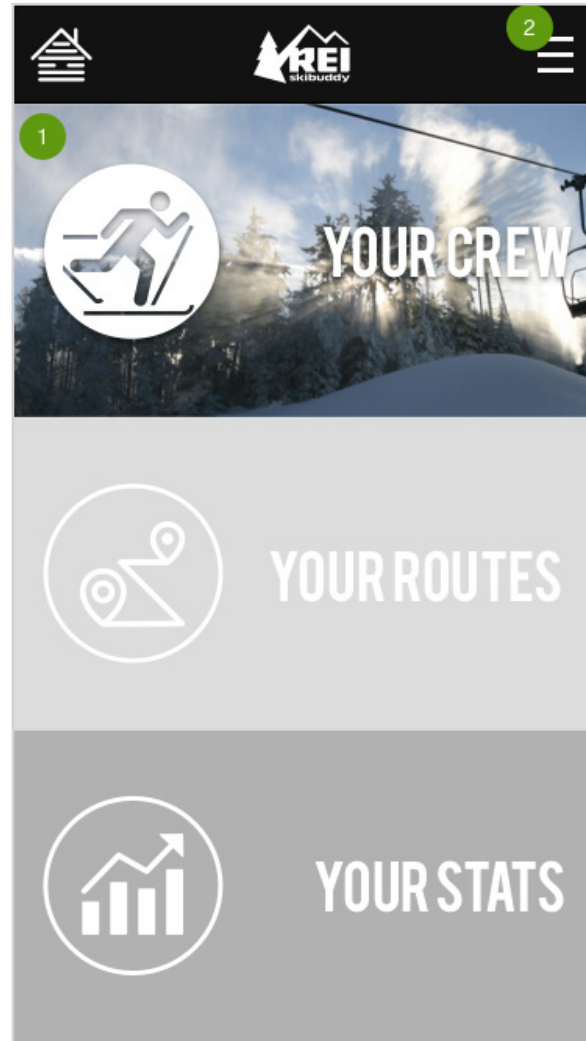
SCREEN

3

1 SELECTING YOUR CREW

This screen allows the user to create their crew by selecting their friends. They can sort the information based on proximity or search directly through the search icon.
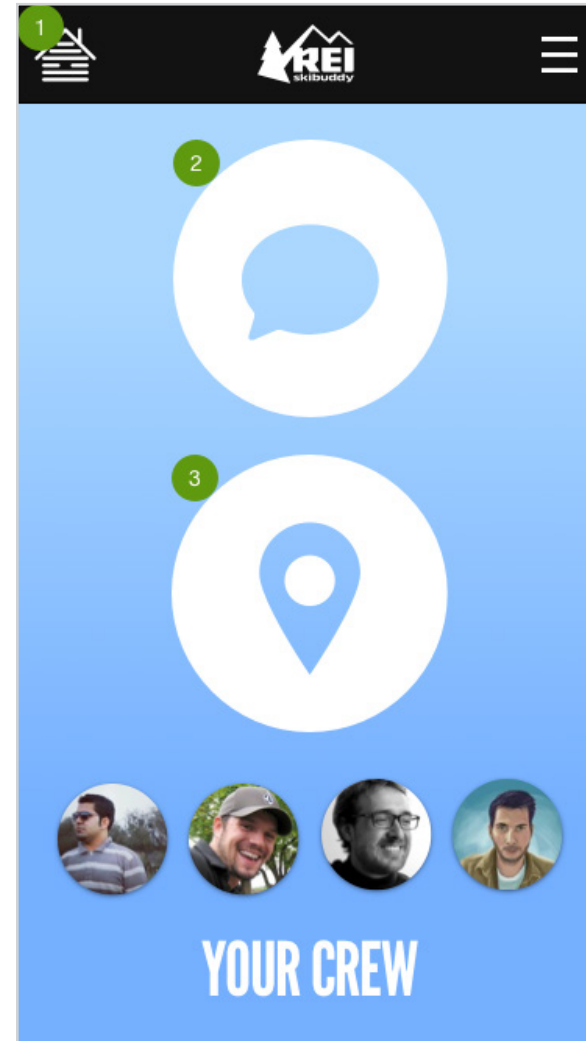
06

2-D LAYOUTS WITH ANNOTATIONS

-04-

-05-

-06-

SCREEN

4

1 **SELECT YOUR SKI RESORT**
This screen allows users to select and check-in at their ski resort.

SCREEN

5

1 **MAIN MENU**
This is the primary menu, where users will select between the 3 primary features of the app.

2 **SECONDARY NAV BAR**
This hamburger menu denotes our secondary navigation which provides users with secondary features. (See artboard 12).

SCREEN

6

1 **HOME ICON**
The Home icon allows users to navigate back to the main menu where they can select between "Your Crew" "Your Routes" and "Your Stats"
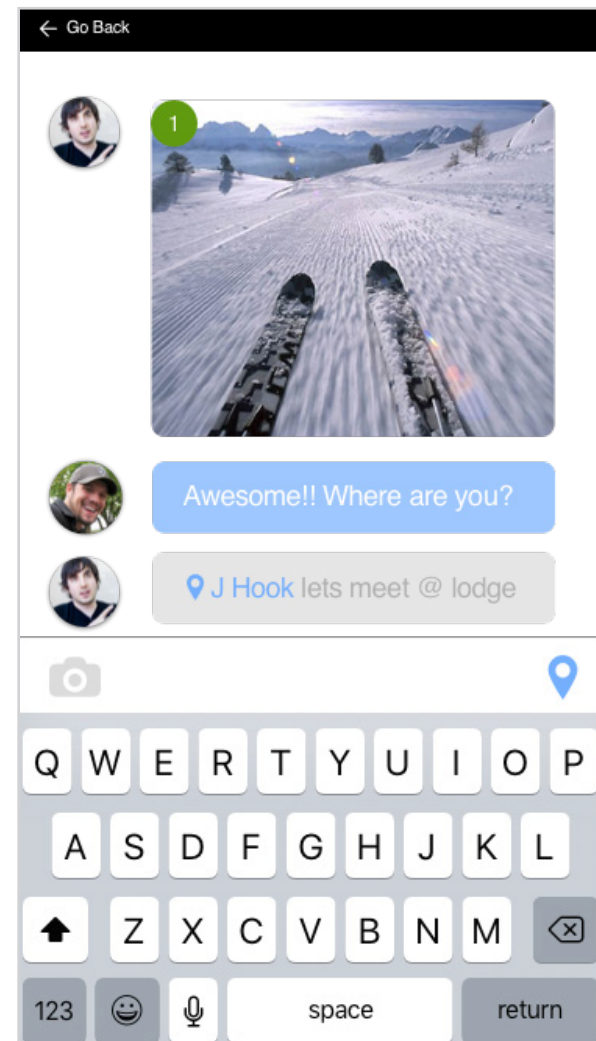
2 **MESSENGER**
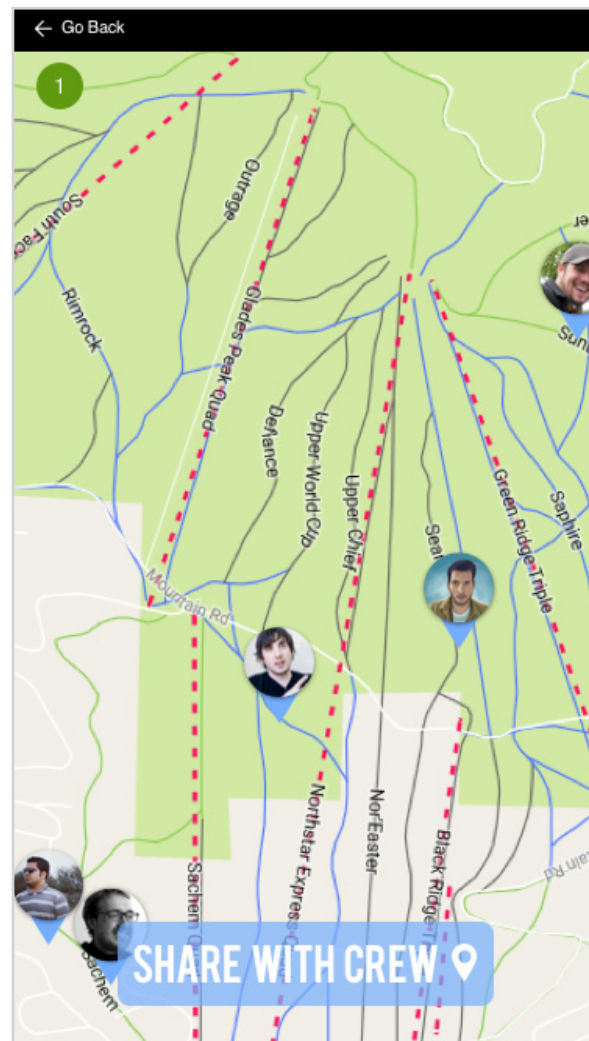This icon takes the user to the messenger feature where they can chat with their crew.

3 **LOCATION**
This icon takes the user to the real-time map, allowing them to track their crew's location as well as share their own location with their crew.

06 2-D LAYOUTS WITH ANNOTATIONS

-07-

-08-

-09-

1 MESSENGER
Within the messenger feature, users can upload their own photos to share with their crew.

1 MAP
Users can track the location of their crew as well as share their own location with the crew.

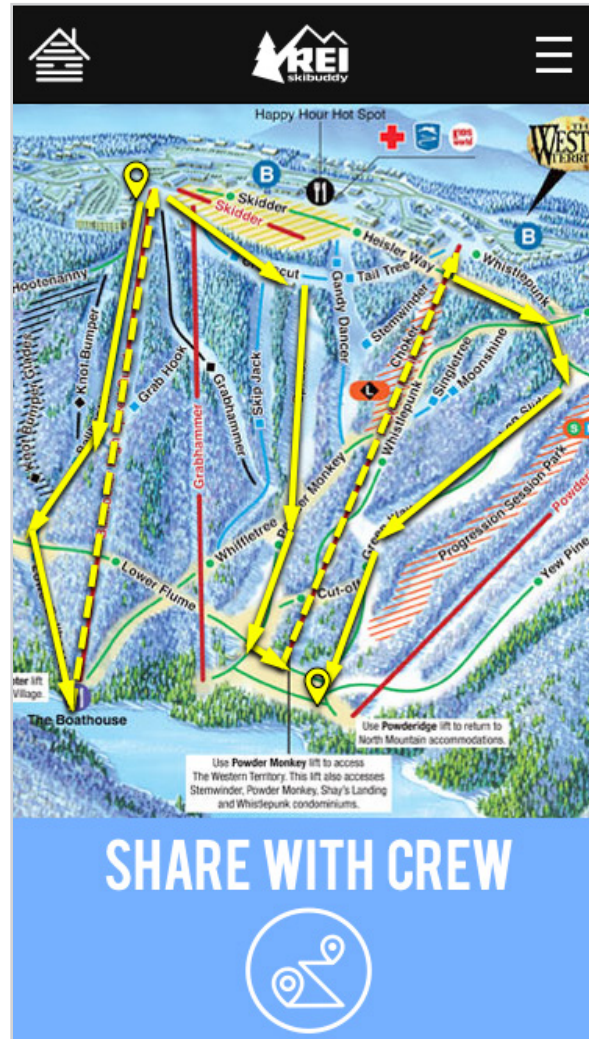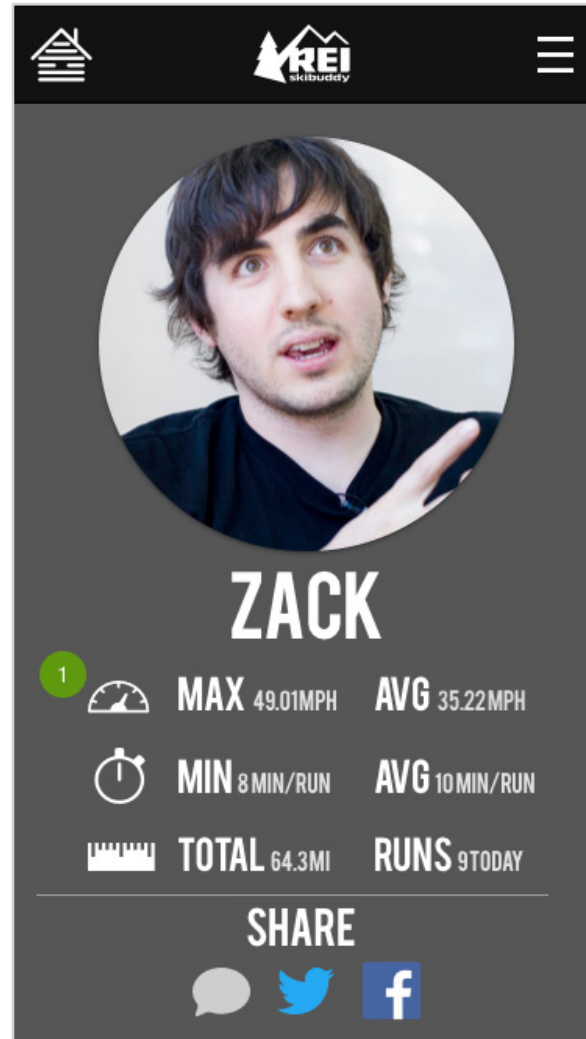1 CREATE ROUTES
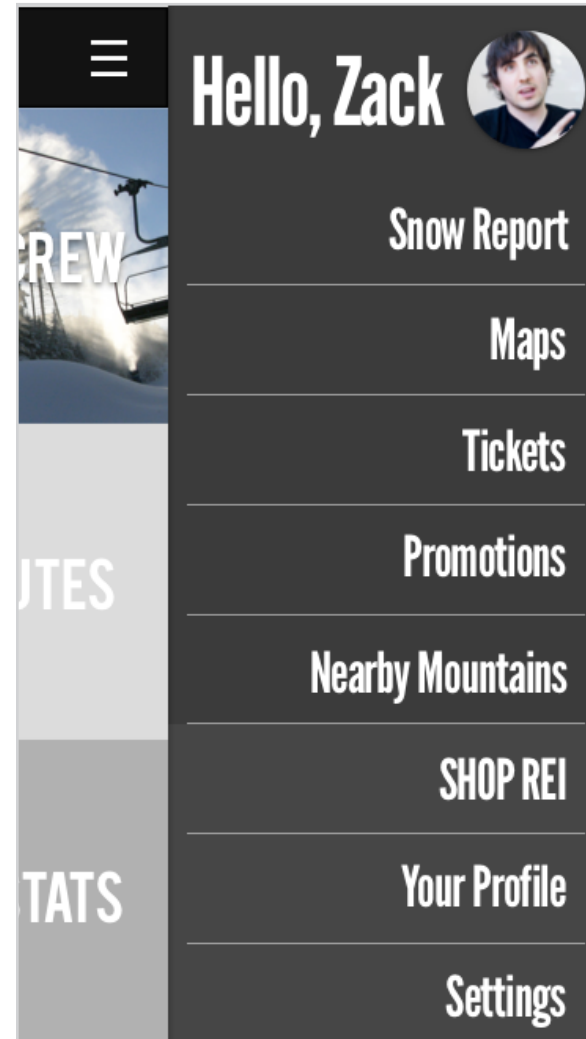Users are able to create custom routes of the mountain and share them with their crew.

-10-

-11-

SCREEN

11

① VIEW YOUR STATS

Users are able to view, share, and compare their stats with their crew and/or through social media.

Description:

REI Skibuddy is here to help you keep track of your friends on the slopes this season. Using GPS tracking, the app makes it simple to share your precise location at any time. You can track them on the map feature in real time, or share your location within the chat interface. Or, if you'd prefer to snap them a picture of your location, you can upload one to the chat.

With the motion of your finger, you can draw your preferred routes, save them, and share them with friends. Skibuddy also provides painstakingly accurate stats on your daily performance, tracking your speed, times, and most frequented routes.

The app also gives you all the info you need to make the most of your time on the mountain. Access to snow conditions and five-day weather forecasts are right at your fingertips.

We have integrated with over 100 slopes across the country, enabling you to buy your lift tickets in-app, and access localized and exclusive promotions.

Skibuddy has all of the features you expect from REI—with added convenience.

iTunes **Preview**

Overview   Music   Video   Charts

REI Snow Report

View More by This Developer

By Recreational Equipment, Inc

Open iTunes to buy and download apps.

Description

REI Skibuddy is here to help you keep track of your friends on the slopes this season. Using GPS tracking, the app makes it simple to share your precise location at any time. You can track them on the map feature in real time, or share your location within the chat interface. Or, if you'd prefer to snap them a picture of your location, you can upload one to the chat.

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Recreational Equipment, Inc Web Site ▸   REI Skibuddy Support ▸   ...More

View in iTunes

Free

Category: Sports
Updated: Sept 27, 2016
Version: 1.0
Size: 38.4 MB
Language: English
Seller: Recreational Equipment, Inc
© 2016 Recreational Equipment Inc.
Rated 4+

Compatibility: Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.

Customer Ratings

Current Version:
★★★★½ 6 Ratings

All Versions:
★★★★½ 6 Ratings

More iPhone Apps by Recreational Equipment, Inc

iPhone Screenshots