

EXPLORE-MODUL

PROJECT NAME _____

TRENDS & TECHNOLOGIES

- Augmented reality
- Navigational devices / garmin
- Social media / sharing
- Gamification
- Custom, user specific content & progress
- Media Mix

POTENTIAL PARTNERS & COMPETITION

- Navigational Devices
- Avalanche Danger courses
- Fat map / other planning services
- LVS / avalanche safety gadget providers
- there is no real alternative to the app other than some podcasts

FACTS

- There are people that do not want to learn
- Navigation / preparation in younger sectors is done with gadgets / Their compatible services
- The current format is boring, static and does not spark intrinsic motivation
- Learning starts in the course as a beginner, continues during the year / before the season and does not stop during the tour
- applying knowledge is as essential as digital learning «hybrid format»
- Learning starts in the course as a beginner, continues during the year / before the season and does not stop during the tour
- The app is explained in Avalanche safety courses
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- Swisscom mobile service is available *almost everywhere
- accessing the sport / The knowledge is difficult / lowering entrance burdle?
- Avalanche courses are more focussed on practical Learning than theoretical
- Vereine are doing refresh courses.

AREAS OF POTENTIAL DISRUPTION

- Battery Life
- Denial / I Dont give a fuck
- Paymen plan / subscription
- Length
- Complexity of subject
- Reducing subject to much

USER(S)

Ausbildner / Bergführer	Berggänger	Behörden / Aufklärungs institutionen
Theoriekurse	Anfänger/ Tourenmitgänger	SLF / Forschungsinstitutionen
Praktische Umsetzung	Erfahrene / Tourenplaner	

NEEDS

Quiz/ Lernkontrolle	Checklisten For Equipment /knowledge	Informations vermittlung	Ausbildner / Bergführer	Berggänger	Behörden / Aufklärungs institutionen
yearly refresh	Integration with planning function	simple, easy to understand graphics on matters	Austausch / Fortschritt / Motivation	sensibilisierung / vorsicht	Risikosituationen einschätzen
Hybrid format / combination possibilities with practical exercises	Integration with 3d maps for «better» orientation	Contrasty / Easy user interface			Touren sicher planen und nötige Faktoren zur sicheren durchführung kennen
					«example scenarios», How do I decide?
					guide for being a good «company in the group», help decide
					Guide for safe and proper tour planning

INSIGHTS

- Less static content structure
- feedback loop between content and processing
- Implementation on with other devices
- applicable for courses
- more practical exercises based on real scenarios
- Better illustrations / Infographics
- more active learning
- Phones are used on tour
- More «identification» with content
- Structuring in difficulties / for different target audiences
- shorter modules
- form follows function ui
- integration / blending with planning
- Refresh
- Bulletin is most used feature
- 3X3 gets intuitive
- social part is not as important
- snowstructure is one of the essential information
- people usually do a course

TOUCHPOINTS

- navigational device
- course / smartphone
- homework learning Phone / desktop
- Planning / Phone /desktop
- yearly repetition / Phone

HOW MIGHT WE

- How might we motivate the user to learn and regularly use the Learn part?
- How might we implement more interactive elements?
- How might we make the learn part usable on tour / in realistic scenarios?
- How might we integrate the different use cases more seamlessly?
- How might we make the user feel more secure / lower the entrance boundaries
- How might we structure / fit content for different target audiences
- How might we make the infographics precise and easily understandable
- create a dramaturgy and a captivating learnign experience?