

TRENDS & TECHNOLOGIES

- Artificial Intelligence
- Machine Learning
- Smart Devices (e.g. Smartwatch)
- Aspect of Gamification
- Quantified Self
- Trend of Subscription
- Rewarding System (Benefit for User)
- Personalized Algorithm
- Augmented Reality
- Learning by doing

POTENTIAL PARTNERS & COMPETITION

Competitors: Analog Maps (e.g. SnowCard), Schweiz Mobil, Courses in person, Literature, Gipfelkutsch, Globaltrails, Outdooractive, Garmin

Potential Partners: Swisstopo, WSL, Schweizerischer Skiverband, Rega, Suva, PeakFinder, SwissMeteor, SAC

Neutral Partners: SLF, WhiteRisk

FACTS

- Avalanches are very complex
- The whole process of formation of snow-avalanches - weather conditions is complex
- 90% of the victims trigger avalanches
- Which is why to know how and why avalanches are caused
- There are 24 avalanche victims per year (average)
- Danger, Risk and potential of harm
- Key Points of SWF
- Tool for avalanche/snow knowledge
- Tool to plan tours

AREAS OF POTENTIAL DISRUPTION

- Repetitive Information
- Static Structure
- No instant feedback
- "Boring" interactions
- No overview
- Not seeing its progress
- Endless path of further information
- Fear of missing some information
- Feeling of being overwhelmed
- Lack of motivation to continue
- Small font and "bad" contrast
- Weird connection to the "Explore" part

USER(S)

Usergroup: Passionate Mountain Trekkers, Mountain Guides, Age Group (Bar chart showing distribution from 18-24 to 65-74), From Beginner to Pros (Wide Range), Wintersport Hobby People

What motivates them to use White Risk?

- Planing Tours ahead
- Security
- Prevention
- Reducing Risk
- possible personal (bad) Experience
- Wanting to understand the complexity of the subject
- Respect

NEEDS

- Dependable Information
- Bulletin
- A more Responsive Learn system
- Many desire a connection to SAC
- Having a repertoire of tours
- Easy accessible & effective tool
- Knowledge of avalanches and snow situations
- Expanding Know-How
- Better UX for measurements/profiles
- Tracking function on app
- Magnet Function
- Be more aware of possible danger
- Prevention of danger
- Better UX for planning of tours
- More active learning

INSIGHTS

- Learning by doing is important to learn effectively
- Learning while planning a tour could be helpful
- Learning from experience of others
- Many people overestimate its skills
- Reflection is important
- Avalanche Bulletin is key
- Key Points of danger could be helpful to learn something
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- Sensibilization of Key Points
- Shorter Sessions to Learn are better
- Activities such as Push-Notifications about new research results could be interesting
- Checking the level of knowledge before app
- "What if...?" Questions can be effective
- Checklists before trip
- Users should be active before, during and after the trip!

TOUCHPOINTS

Smartphone: White Risk App

Before | During | After

- Web Application
- Courses in real life
- E-Learning/ Smart Learning
- In the peer group
- and training for upcoming tours

HOW MIGHT WE

How might we create a tool which connects the immediate experience with an additional value of knowledge competence?