






 <p>TRENDS & TECHNOLOGIES</p> <ul style="list-style-type: none"> e-learning mobile learning micro learning AI / AR 	 <p>POTENTIAL PARTNERS & COMPETITION</p> <ul style="list-style-type: none"> SLF / White Risk swisstopo kahoot LIDL PLU Nummer App Quizlet
 <p>FACTS</p> <ul style="list-style-type: none"> micro-learning is king "multisensory learning" is key progress bar gives motivation to end the exercise direct feedback whats right or wrong and why keeps the learner in the learning process 	 <p>AREAS OF POTENTIAL DISRUPTION</p> <ul style="list-style-type: none"> too complicated questions too long questions sections short attention keine lust boring interactions to easy questions irritating GUI

 <p>USER(S)</p> <ul style="list-style-type: none"> interested people students (school enviroiment) ski-touring people mountainer mountain guide 	 <p>NEEDS</p> <ul style="list-style-type: none"> intuitive learning experiences overview over what they know and what not basic knowledge for a safe adventure deeper knowledge refresh the knowledge refresh the knowledge no longer than 20-30 seconds inputs without interaction
 <p>INSIGHTS</p> <ul style="list-style-type: none"> "in between" after a tour before a tour 	 <p>TOUCHPOINTS</p> <ul style="list-style-type: none"> website info displays in ski areas learning applikation User ergreift initiative vor, während nach der Tour

HOW MIGHT WE

<p>a learning assistant which adapts to the existing expertise</p>	<p>a engaging "loop of learning" (good balanced questions, direct feedback, engaging ways to interact)</p>
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