

DIGITAL INNOVATION BOARD: EXPLORE

PROJEKTNAME **SLF mobile user interface**

<p>TRENDS & TECHNOLOGIE</p> <ul style="list-style-type: none"> Low attention span (vine, tiktok, reels) Need for instant gratification (IG likes, story views) Short term content 24h (snap, IG, WhatsApp, FB Stories) New technology options (AR, chatbots, AI) Information packaged in digestible ways (Podcasts, mini games, memes) Personal elements (Polls, quizzes, sliders) Directing people elsewhere tagging someone Quick editing of your content (filters, gifs) No longer is content only a way of finding new music. music/sound tracks are ways of finding new content/videos. (tiktok audio) 	<p>POTENTIELLE PARTNER & WETTBEWERB</p> <ul style="list-style-type: none"> SLF swisstopo
<p>FAKTEN</p> <ul style="list-style-type: none"> personal connection inspires memory use all senses (audio, video, picture etc.) repetition is foolproof 	<p>POTENZIALFELDER</p> <ul style="list-style-type: none"> fix information overload :(improve the lack of relevance IRL tailored content depending on experience save progress and what you have already learned highlight changes and updates game idea, make choices try to survive situation

<p>USER(S)</p> <ul style="list-style-type: none"> tour guides ski/snowboard instructors people who participate in winter sports teachers residents of at risk areas researchers curious people 	<p>NEEDS</p> <ul style="list-style-type: none"> relevant knowledge to be able to apply what they learn IRL Personalisation (how much risk do I want?) Up to date information repetition to keep the knowledge to easily understand the information not just what, also why real life practise different options for different goals/types of users
<p>INSIGHTS</p> <ul style="list-style-type: none"> no clear solution, every situation/avalanche is different praxis and experience > theory praxis and experience > theory interface with lots of contrast is important -> to use in bad weather less helicopter pictures, more in person pictures share knowledge live share experiences connection to IRL settings super important 	<p>TOUCHPOINTS</p> <ul style="list-style-type: none"> what mobile tablet website how/who friends/family course/tours location based (waiting to go on the skilift)

HOW MIGHT WE

How might we package the avalanche content in a way which is both easily digestible, memorable and will entice the users to spend their time on it?