Involve

Select Top Ideas, Abandon Foot Comfort Concept

- Built-in First Aid Kit
- Custom pack service
- Modular packs
- Nalgene Sippy Cup
- Camelback w/ Two Hoses
- Child Locator

More flexible packs

Easier to hike with kids

Intro website
Trailside weather station
Equipment guide

Boy Scout Visit
REI Staff Interviews

Codesign feedback on ideas validation of concepts

Foot comfort
Information to hikers

Research and users suggest combination of these two ideas

Build portable model based on user input

Abandoned to focus on other ideas
Combine, significantly reconceptualize as in-store kiosk (instead of online) per user input
Combine, redefine as "sippy" valve for attachment to Camelbacks.

Group feelings at this point
- Lots of ideas, directions makes it difficult to focus
- Excitement about moving forward on ideas less us overcome difficulty of focus

Mark Interview
codesign for ideas of how to make it more enjoyable to hike with kids

Tech research