

# Inquire

**So where do we find day hikers in January?**  
(Brainstorm who to interview)

**REI Staff Interviews (individual)**



Who are hikers?  
Hikers' frustrations?  
What stuff do they need?  
When they come into the store...

**Boy Scout Interviews (groups)**



Hiking for kids  
Hiking to non-hikers  
What people worry about when organizing group trips

**Design Potentials**

what users said could be better

*Frustration with packs  
Experience vs. ignorance  
Bugs & Blisters  
Getting equipment info  
Getting trail, weather info*

**The Hiking Mood (decorate)**



**Harvard Orientation Coordinator Interview (individual)**  
Understanding the social interactions of hiking that make this appealing for an orientation program

**Wellesley Outing Club Interviews (group)**



Best story?  
Their frustrations?  
Social aspects of hiking?  
What stuff do they need?  
... and what stuff do they want?

**Hikers carry a lot of equipment...**



## Challenges

- What's the best way to balance bringing our hiking experiences into an interview with keeping the inquiry pure / unbiased from those experiences?
- Where are hikers most "in their environment" during a New England winter?

## Interview Thoughts

Group interviews where the people knew each other and had shared experiences were the most helpful for learning about hikers. In these cases, the group usually became enthusiastic and just talked -- we didn't have to ask many questions; they just lead us to what they thought was important. Individual interviews were more helpful when we had very specific questions, later in the process, but even then our best codesign experience was with a group of park rangers.

**USER PORTRAIT: DAY HIKERS** "All Walks of Life"

"It's a fun hobby, but hiking is about a lot more than just hiking." - Interviewee

**Experienced Hikers:**

- > Knowledge
- > do research and know what they want
- > understand how to prepare for emergencies
- > where they like to hike

**New Hikers:**

- > Ignorance
- > not prepared for emergencies
- > put selves and others at risk
- > "crazy people"
- > trust professionals to recommend equipment

**Contexts:**

- > Differences in design for men and women
- > Weather
- > Bugs
- > Blisters
- > Direction
- > Traffic
- > Crowds

**Special Conditions:**

- > Traffic
- > Crowds
- > Blisters
- > Direction

**Social Aspects:**

- > "rite of passage"
- > hiking is a challenge that commands peer respect

**Other Users:**

- > Retail Vendors
- > must understand the virtues of a product to sell it
- > Hiking and outdoors clubs
- > must have equipment that is easily used by a widely experienced group

