Involve

foot comfort

Equipment guide

Research and users suggest combination of these two ideas

Intro website

Trailside weather station

Build portable model based on user input

information to hikers

information to hikers

Boy Scout Visit

codesign
drew their ideas
feedback on ideas
validation of concepts

Select Top Ideas, Abandon Foot Comfort Concept

group feelings at this point:
- lots of ideas, directions makes it difficult to focus
- excitement about moving forward on ideas lets us overcome difficulty of focus

REI Staff Interviews

codesign
feedback on ideas
validation of concepts

Built-in First Aid Kit

Abandoned to focus on other ideas

Custom pack service

Modular packs

Combine, significantly reconceptualize as in-store kiosk (instead of online) per user input

more flexible packs

more flexible packs

Nalgene Sippy Cup

Combine, redefine as "sippy" valve for attachment to Camelbacks.

Camelback w/ Two Hoses

Child Locator

tech research

easier to hike with kids

easier to hike with kids

Mark Interview

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