Hiking Project: UX Research

User Survey Summary

Overview

The UX Survey was was **completed by 30 respondents** and conducted using Google Forms.

Respondents qualified for the survey by answering **YES to both screening questions**.
- Do you regularly use hiking trails?
- Do you use apps or websites to plan hikes or research trails?

Summary of Findings

The survey revealed what factors influence users to try or avoid certain hikes. It also uncovered the most common unexpected challenges hikers had encounered.

- **97% of respondents use hiking trails at least once a month**, with 47% of respondents using trails weekly or more

- **47% of respondents prefer to find new trails to explore**, while more than half tend to repeat familiar trails

- The **top four factors that influence users to try a new trail** are
  - #1- 50% Distance from home
  - #2- 40% Length of trail
  - #3- 23% Views and scenery
  - #4- 20% How challenging the trail is

- The top four factors that influence **users avoiding a particular trail** are
  - #1- 47% Trails is too strenuous or difficult
  - #2- 43% Overcrowded or too popular
  - #3- 30% Too far from home
  - #4- 23% Trail is unsafe

Distance from home is a consideration in both categories, ye**t 83% of users would drive an hour or more** to reach a trailhead.

- **90% of respondents had encountered unexpected challenges during a hike.**
  - #1- 67% Rough terrain
  - #2- 63% Trail was poorly marked
  - #2- 63% Weather event
  - #2- 63% Water crossings
  - #3- 56% Too crowded

Competitor App Usage

All respondents used apps or websites to research hikes or trails, with a combination of app useage and various regional and local websites. Users also listed the features they found most useful.

The most commonly used app for trail research is **AllTrails, with 60% of survey respondents**. We can assume that users find the features of this app helpful and useful.

- The **most useful app/website features** listed by user are
  - #1- 33% Reviews and comments from other app users
  - #2 -23% Trail description and information
  - #2- 23% Trail length and elevation change
  - #2 -23% Trailhead, trail navigation, and trail landmarks
  - #3- 20% Trail map

Conclusions

The considerations that users found most helpful for knowing which trails to hike or avoid will allow us to priorize which trail features should be prioritized in the Hiking Project trail sorting feature.

Unexpected challenges encountered by users also give us insight into what types of information shold be prioritized tohelp users make safer decisions when planning their hikes.