



Team Summary

Challenge Statement

How might we help **lower the barriers of entry** to **adventure travel experiences** while **promoting exploration** and **global community**?


Key Research Insights

- How we travel, where we travel to, and our travel purchases are an **outward expression of our priorities and value.**
- Social media has taken over the world of travel - **Travel is now about the pursuit of moments captured.**
- **People desire community** but it is a significant challenge to provide without making it complicated.
- **People value and want a local experience** but everyone has a different idea of what that would look like. It provides a lot of challenges.
- **People like the idea of travelling light.** They are open to the idea of renting adventure travel gear in order to not have to physically bring it with them to a destination
- **People like the idea of being fitted** for hiking travel gear by an expert especially for new types of travel/new experiences that require specialized gear and knowledge; makes it accessible to people who have never done it
- People are open to renting gear because of the financial savings and **hassle free travel.**

Final Concept Storyboard

Storyboard #1 Concept

1 ENTICE



You just booked a trip to go backpacking in the Himalayas, which you've never done before - now you need to get ready for your trip!

2 ENTER




I see you are going hiking in the Himalayas. How long will you be there?

Yes, I'll be there for about two weeks and have no idea what I should get to be prepared!


Your Guide inquires about your trip details so he/she can guide you to the right part of the store and help you find the right gear!

3 ENTER



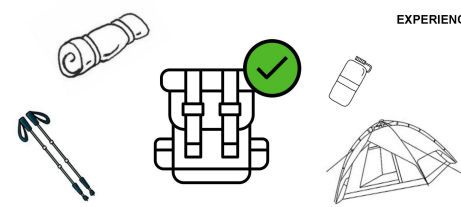
-You enter the Adventure Travel store. The first thing you see is a huge map in the lobby with lots of pins on it.
-You grab a pin and pin the location you are traveling to. As you are pinning the map, your Guide greets you.

4 ENTER



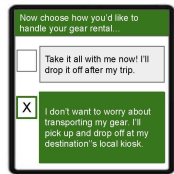
When you enter the Himalayan-themed portion of the store, it smells like a campfire. There are prayer flags, murals, and a table full of local snack samplings nearby.

5 EXPERIENCE



Your Guide begins to talk you through all the gear options, showing you how to fit and pack the items you'll need and finding you the perfect fit.

6 EXPERIENCE



Now choose how you'd like to handle your gear rental.

- Take it all with me now! I'll drop it off after my trip.
- I don't want to worry about transporting my gear. I'll pick up and drop off at my destination's local kiosk.

-Once you pick and custom fit your gear rentals, your Guide shows you your pick up and return options.
-You don't want to worry about bringing your gear on the plane, so you elect to pick up your gear at a local kiosk once you arrive and drop it back off before your trip home.

Storyboard #1 Concept

7 EXPERIENCE

Before you check out, take a look at some volunteering options for your trip location.

X	
X	
X	

Adventure Travel partners with local groups around the world to help travelers give back and connect more deeply with the communities they visit!


If you book a volunteering activity to take part in with one of our local partners during your trip, you'll "do good" at your location and get 25% off your rental gear!

-Once you finalize your gear options, your Guide tells you about Adventure Travel's Local Volunteer Partnership Programs. Through these partnerships, residents in partner destinations across the globe can post volunteer activities they'd like assistance with and host traveler participants for one day in their location.

-If you sign up for one of the one-day volunteering activities to take part in at your destination, you will get a special discount on your gear rental!

8 EXIT

Awesome! You're booked for a day of volunteering with local host.



JINPA


Now that you're booked, get your Adventure book stamped to enjoy 25% off your gear rental.


Thanks for doing your part to serve the community you are visiting.



-Congrats! You've selected your volunteering activity with Jinpa!
-You are given a guidebook that has quick tips for the gear and information on your volunteering activity, and with it you receive a unique location stamp. The more you travel, the more stamps you get to document your travels!


9 EXIT






You arrive in the Himalayas and are easily able to grab your gear from the kiosk conveniently located near the airport.


10 EXIT





On your volunteering day, you enjoy meeting Jinpa, learning more about her town, and helping out in her community with the projects she's identified.

11 EXTEND





At the end of your trip, you drop your gear back off at the kiosk when you head to the airport for your return flight.

Takeaways

Volunteering element can be problematic

People liked the personalized attention & expertise

Perks of renting gear

Local experience desired

Adjustments

→ We removed the idea of volunteering because it caused too much confusing and too many problems.

→ Made the personalized attention marque to our experience

→ Renting gear landed well. We focused our business around gear rental.

→ A local experience was desired but hard to pull of in a way that seemed beneficial to the destination so we made it a secondary focus through and brought it in through a partnership with Lonely Planet

Micro Pilot Plan

Micro Pilot Plan

MICRPILOT

Experiment Design Worksheet



1 **Uncertainties**
What questions or risks are posed with your pop-up? Select one to test.

1. Do people want to rent gear or buy it?
2. Do people want to be helped with their gear and pick it up in the country they are traveling to?

2 **Hypothesis**
Given these uncertainties, what prediction does your pop-up depend on?

These people will want this thing because...

1. People are open to renting adventure travel gear.
2. People will want help with their gear and they will want to pick it up in the country they are traveling to.

3 **Design Your Experiment**

Method

Branded pop-up where consumers can test your product/service offering. What part of the pop-up will you test?

1. Provide a 2 question survey through Instagram and GoogleForms to gauge interest in buying v renting gear. And desire to be helped with the gear.
2. In person interviews with a step by step guide of the In-Country process of renting gear, picking it up and dropping it off.

Metrics

What's important to learn from your experiment? What will you measure?

1. 100+ responses to questions.
More than half show interest in renting gear rather than buying gear.
2. 15+ interviews with target market (18-35).
The majority select "Yes, keep me in the loop!"

Measurements

How will you capture these metrics?

1. We will gather responses on Instagram and GoogleForms.
2. We will run intercepts in San Luis Obispo, CA near the Cal Poly campus and in San Francisco. Cal Poly students fit our target user well because they are between the age 18-35 and they generally enjoy the outdoors or have interest in travel. San Francisco also has a large number of people 18-35 who have interest in the outdoors. We will present the person with an iPad and they will swipe through the steps and then at the end they will select an option.

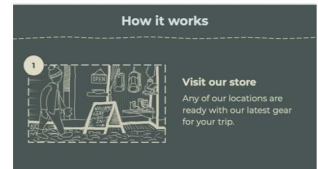
Minimum Believable Prototype (MBP)

What signature experience will you create? How will it come to life in your pop-up store?

Draw your experiment here. Call out important features.



2.



Micro Pilot Experiments & Results

Micro Pilot #1

Are people interested in **renting** outdoor adventure gear for trips, or would they prefer to **buy** it?

Hypothesis:

People are open to renting adventure travel gear

Metric:

- 190 responses via social media and google surveys

Collection Mechanisms:

- Instagram, Google Survey

Micro Pilot #1

Are people interested in **renting** outdoor adventure gear for trips, or would they prefer to **buy** it?

Please help a gal out with her homework!

When planning a trip, would you rather rent your outdoor adventure gear or buy it?

RENT	BUY
62%	38%

HOW would you prefer to get your gear?

SOMEONE HELP ME PLZ	DON'T NEED NO HELP
74%	26%

Your Story Close Friends Send To >

When planning a trip, would you rather rent outdoor adventure gear or buy it?!

RENT	BUY
45%	55%

Help a girl out with her homework!

How would you prefer to do it?

WITH HELP	ON YOUR OWN
65%	35%

Other!

Type something....

When planning a trip, would you rather rent outdoor adventure gear (for hiking, surfing, skiing, etc.) or buy it?

RENT	BUY
50%	50%

Si planean un viaje de camping, montañismo, excursión, aventura, etc. ¿Rentan o compran el equipo?

RENTAR	COMPRAR
50%	50%

Es para una tarea de la maestría

¿Usarían un servicio de renta de equipo que lleva el equipo por ti hasta tu destino?

SI	NO
78%	22%

52% of respondents are inclined to rent gear because...

- **It is easier** to travel on the plane without bulky items
- It frees them from having **to store items at their home**
- People who have not tried a particular type of adventure travel are inclined to **test it out**

“If it's for expensive items that I won't use often, like skis, I'd say rent.”

“I don't want to store it and I don't want to pack it.”

Those who prefer to buy gear said so because...

- **It's personal** - Hiking boots, for example, are very personal and require dependability around the exact fit
- **It is more economical** for a long term commitment to an activity to buy once vs. rent multiple times

"I mostly hike, so having a good fit with my boots or my pack is important. If I don't have a good fit, that can lead to blisters or a back ache, so it's worth it for me to purchase."

"I'm not dabbling in the adventure. I'm committing to the sport/activity."

Micro Pilot #2

Are people interested in **being helped** with their gear and **picking it up** in the country they are traveling to?

Hypothesis:

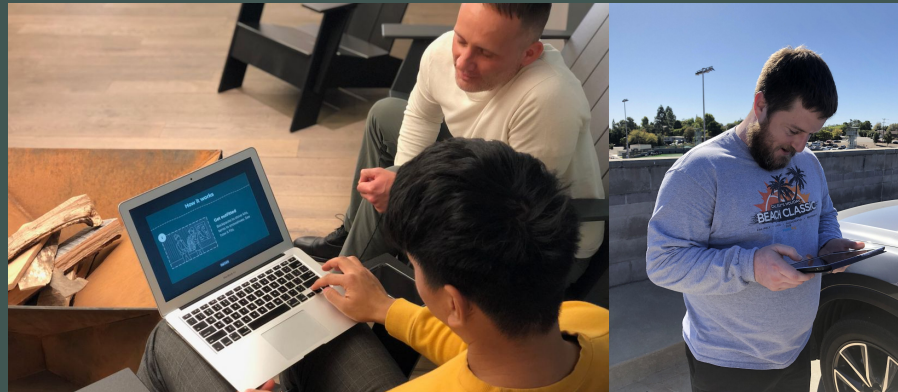
Customers will want help with their gear and they will want to pick it up where they are traveling to

Metric:

- 15 interviews in San Francisco & San Luis Obispo with those 18-35 yo

Collection Mechanism:

- In-person review of concept deck
- Follow up questions about decision





What we do

In-Country Outfitters makes outdoor travel accessible via our ethically sourced products and our **In-Country gear rental service**. Sustainable travel is good for our planet :)



"I like ethically responsible stuff and it's adventure-y."

- Female, 21

How it works



Visit our store

Any of our locations are ready with our latest gear for your trip.

KEY INSIGHT: The idea of renting gear was appealing to many respondents, especially those who were younger and still attending school.

How it works

2



Get outfitted

Backpacks to stove kits, tents to snowshoes. See how it fits.



"I would use it for bigger gear! Especially like tents or backpacks, crampons and ice axes."

- Male, 31

KEY INSIGHT: People wanted to rent gear they would not use very often or was difficult to travel with such as jet boils and crampons.

How it works



Pick it up there

Your gear selection will be waiting at your destination. No baggage or delivery fees.



"That's so cool! It's very convenient because you can pick it up and drop it off in the same place."

-Female, 20

KEY INSIGHT: People were excited about the idea that they could pick up the gear wherever they were traveling to.

How it works

4



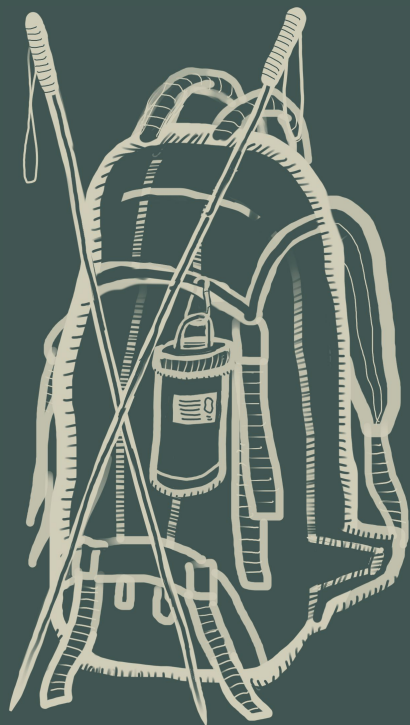
Drop it off there

When you're ready, return your gear before heading home.



"My roommates and I would super be able to use this! I love it because I don't want to buy everything."

-Male, 20



Yep, it's that simple!
Would you like to try
when we launch?

**Yes, keep me
in the loop!**



"Is this like a legit thing?!"
-Female, 24

KEY INSIGHT: 18 out of 19 participants wanted to be "kept in the loop."

Key Findings

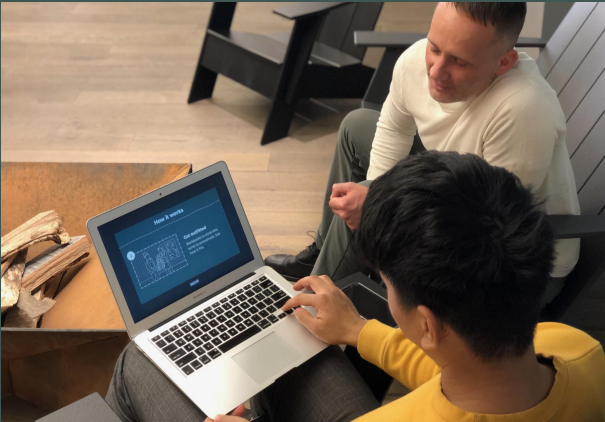
- Confirmed **high level of interest in renting gear** amongst our target market
- Confirmed target market's **desire for assistance** with gear rental and for **picking up rentals in-country**
- **Simplifying the steps** in our experience helped people understand the concept better

Next Steps

- Design ways to help customers **experience community** within the store space
- **Adjust physical layout** of store by adding some elements and removing others to **create a more cohesive space**
- **Update challenge statement** to reflect learnings

Pop Up Documentation

Research and Prototyping



Building



Creating a Multifaceted Experience



Launch Day



Teamwork Makes the Dream Work



User Feedback

User Feedback: Viability

“You are taking away one of the great pains of these type of trips. This is a service I really wish would existed.” - Charlie, 30’s

“I know so many people who would use it!” -Adrian, 30’s

“For sure this would get people outdoors” -Maria, Female, 30’s

- Target users understood the pain point of travelling with large amount of outdoor gear immediately.
- People who were new to adventure travel responded to the ease of hassle free travel.

User Feedback: Sustainability

“Owning less stuff is eco-friendly.”
Carrie, Female, 20's

“In a world where we all own too many material things, it's good to check yourself to see if I should rent gear gear instead of using it only once.” -Izzy, Female, 30's

- Target users picked up on sustainability aspects of the business without explicit eco-messaging.
- Sustainability was connected to commitment (or lack of) to trying out a new activity.

User Feedback: Clarity

“It was a complex process- I didn’t get it until I got it” -Maria, Female, 30’s

“The logistics of picking it up is a big concern.”
-Dave, Male, 30’s

“There is a lot to explore- I could spend just 20 minutes just on the back pack.”
-Charlie, Male, 30’s

- The process is crowded and we need to determine the best way to clarify or simplify it
- The logistics of examining and testing a backpack is the main focus of the pop-up.

User Feedback: Physical Experience

“Integration of the images and ground is cool. The hero product was obviously the backpack and that came through nicely.” -Maria, Female, 30's

“Love the floor! Very fun!”
-Adrian, Female, 30's

- The immersive images and flooring made a significant positive impact on customers physical experience and ability to get into the adventure travel mindset.

User Feedback: Community

“The tags are darling.
Great community
moment.” Adrian,
Female, 30’s

“I like the tags connecting
the customers.” -Maria,
Female, 30’s

- The luggage tags created an opportunity for personalized community opportunities.

Next Steps

Where Does Our Launch Feedback Lead?

Feedback provided indicated that while the overall concept was well-received and filled a clear user need, we would want to conduct additional research to determine how to smooth out some of the logistical details, including:

- How much customization should be available?
- Where exactly would pickup locations be?
- Where should location choice fall within the experience?
- Should the luggage tags be a curated portion of the experience which is handled by the Brand Associate, or merely a visual element of the experience that customers explore on their own?
- If customers trust the Brand Ambassadors to be “experts” what is the appropriate level of choice that can be removed as a result of that trust? How much choice should be provided?
- More experienced outdoor enthusiasts expressed interest in addition to the less experienced customers in our original target market. Should we expand our target audience beyond beginners to more experienced outdoor explorers?

What would we do next?

To address the questions that came of our launch day feedback, we'd want to design a set of additional micro pilots to explore:

- The level of control and customization customers are willing to relinquish if they trust our brand and Brand Ambassadors
- The ideal place within the experience to ask customers to choose a travel destination
- Whether the luggage tags add the most value when introduced as a key part of the “steps” of the experience, or when left for customers to encounter on their own
- Whether our pop-up can also serve the experienced outdoor traveler we received interest from during the launch, and how we would need to adjust our value proposition and concept to serve both experienced and novice customers

Final Value Proposition

For those who want to explore the outdoors and aren't sure where to start, In-Country Outfitters is your single source for gear rentals and guidance. Unlike other gear outfitters, our rentals are waiting for you at your destination.

Call to Action

In-Country Outfitters' concept uniquely addresses a need in the outdoor travel market, and it has peaked the interest of potential customers. With additional funding, we plan to launch two pilot stores that will entice customers planning activity-based trips between those destinations—Lima, Peru for backpacking and Los Angeles, California for surfing .

We will use these two locations to conduct an additional round of testing on the strategy and operational logistics of equipment rental, real estate, and building a network of product vendors and affiliated In-Country guides.

“With your help, we’ll make it easier to gear up and partake in the community of outdoor adventure. So let’s get out there!”



THANK YOU