

# ACTIVELY ME Taxonomy design for an outdoor activities app

## PURPOSE

- Facilitate activity planning
- Outdoor activity discovery
- Ease information overload
- Filter on preferences, weather, suitability, and proximity
- Get people outside!

## PROBLEM

- Users need many sources
- Planning is time-consuming
- Lack of personalized activity recommendations

## OBJECTIVES

- Establish user base and needs
- Integrate differing data
- Preference recommendation
- Weather recommendation
- Gear recommendation
- Extensible architecture to address varying markets

## PROCESS

### Research

1. Analyze existing sources
2. Perform user testing
3. Determine information needs



### Validation

1. Define facets and terms
2. Closed card sort testing
3. Design validated structure
4. Revise vocabularies

### USERS SAID

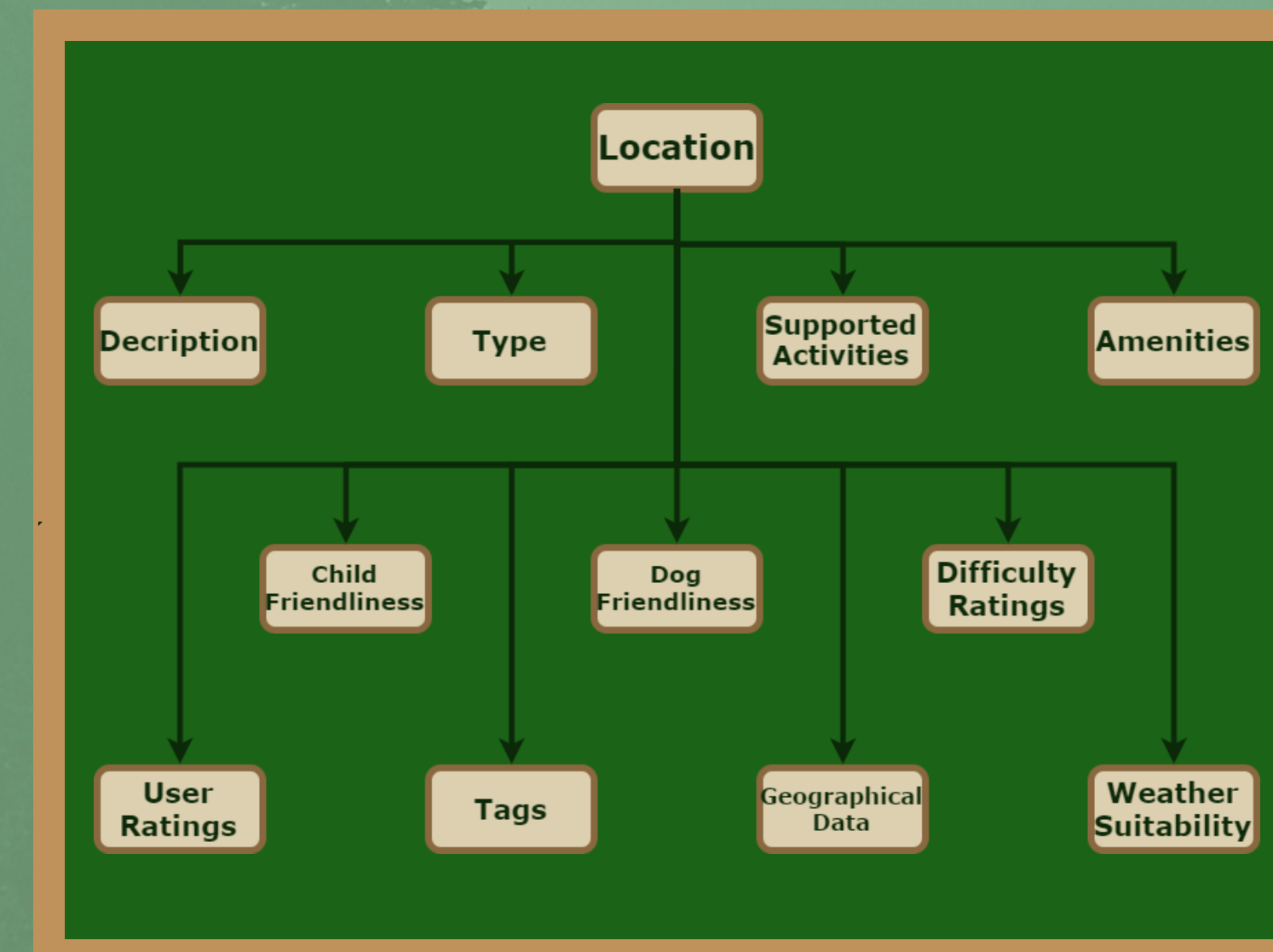
**56 %**  
21 OR MORE  
OUTDOOR  
ACTIVITIES IN  
THE PAST YEAR

**63 %**  
USE APPS TO  
PLAN  
ACTIVITIES

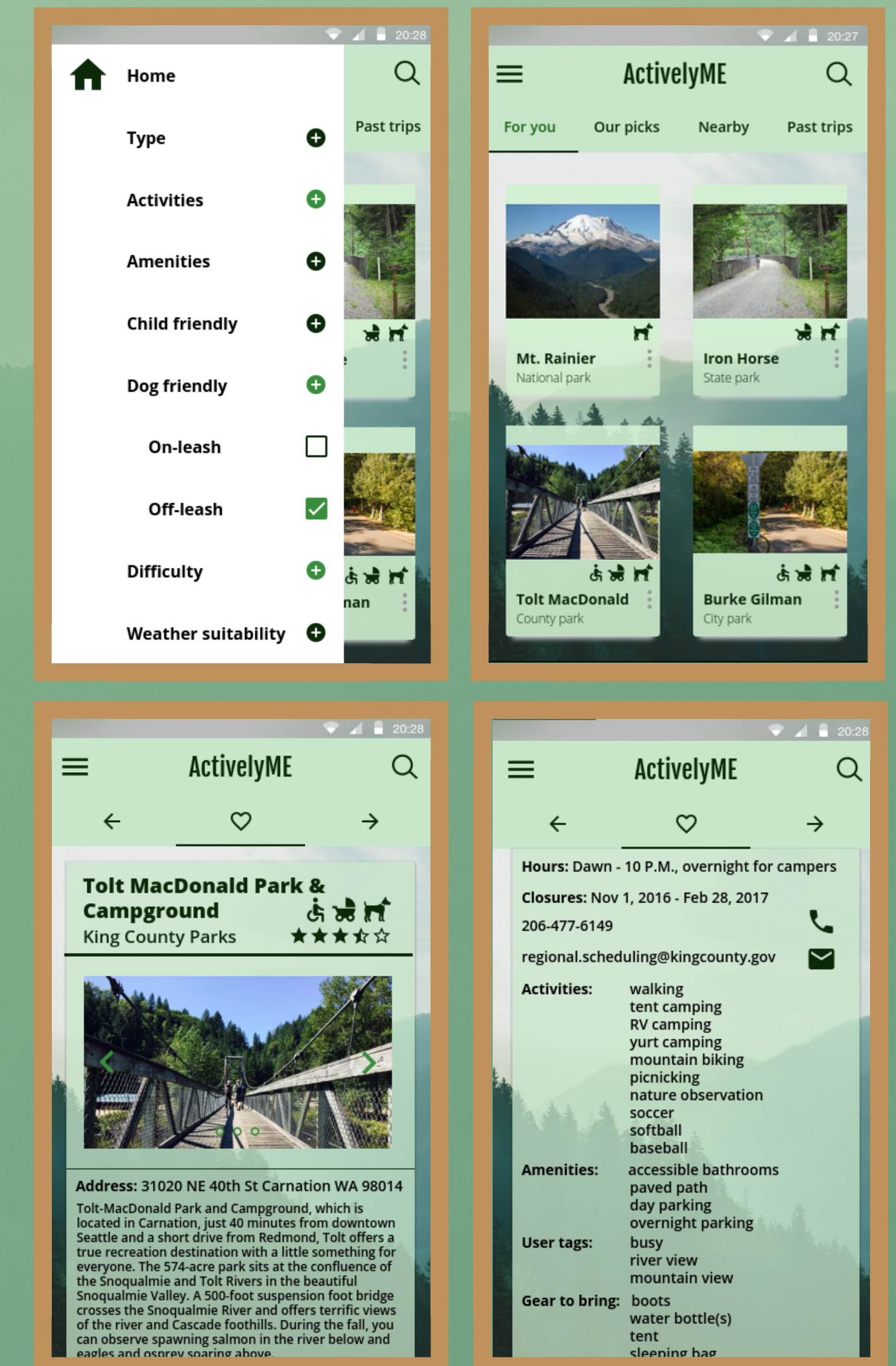
**54 %**  
FEEL CURRENT  
APPS MAKE  
INFORMATION  
HARD TO FIND

### Design

1. Identify business and user needs
2. Determine data requirements
3. Define semantic relationships
4. Develop controlled vocabularies



## IMPACT



The taxonomy supports continued development of the app and provides a framework for improved user-experience.