INCLUSIVE INFORMATION MAPPING FOR THE GREAT OUTDOORS

BACKGROUND INFORMATION:

Washington Trails Association (WTA) is a non-profit organization that serves as a predominant, public information resource for outdoor adventures and it is imperative that the information being presented on their interface is both clearly written and user-focused. As their hiking guides and user-submitted trip reports have been mostly created by those who have been a part of the outdoor community for a long time, of course there is a natural and unconscious bias imbedded within the information resource. The overarching goal of this project is to help WTA gain insights on how they can effectively design a content standard for their user-generated Trip Reports so that in turn, the system can be more inclusive, empowering, collaborative, and accessible.

INCLUSIVE   EMPOWERING   THE **GREAT** OUTDOORS   ACCESSIBLE   COOPERATIVE

IDENTIFIED PROBLEMS

- ✗ Outdated content standards
- ✗ Jargon & colloquial language
- ✗ Browsability of trail reports
- ✗ Irrelevant & ambiguous information
- ✗ Lacks allurement in reporting proces

PROPOSED SOLUTIONS

- ✓ Trip reporter identity & info
- ✓ "What to know before" elements
- ✓ Enhanced search capabilties
- ✓ Expereince, skills, tools needed
- ✓ Revised template for quick reporting

PROCESS & WORKFLOW:

IDENTIFY & MODEL PLAN	HEURISTIC EVALUATIONS	COMMUNITY WORKSHOPS	AFFINITY DIAGRAMS	INFORMATION CARD SORT	DELIVER & REPORT
PREP & PLAN	**RESEARCH**		**SYNTHESIS**	**DESIGN & DELIVER**	

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