



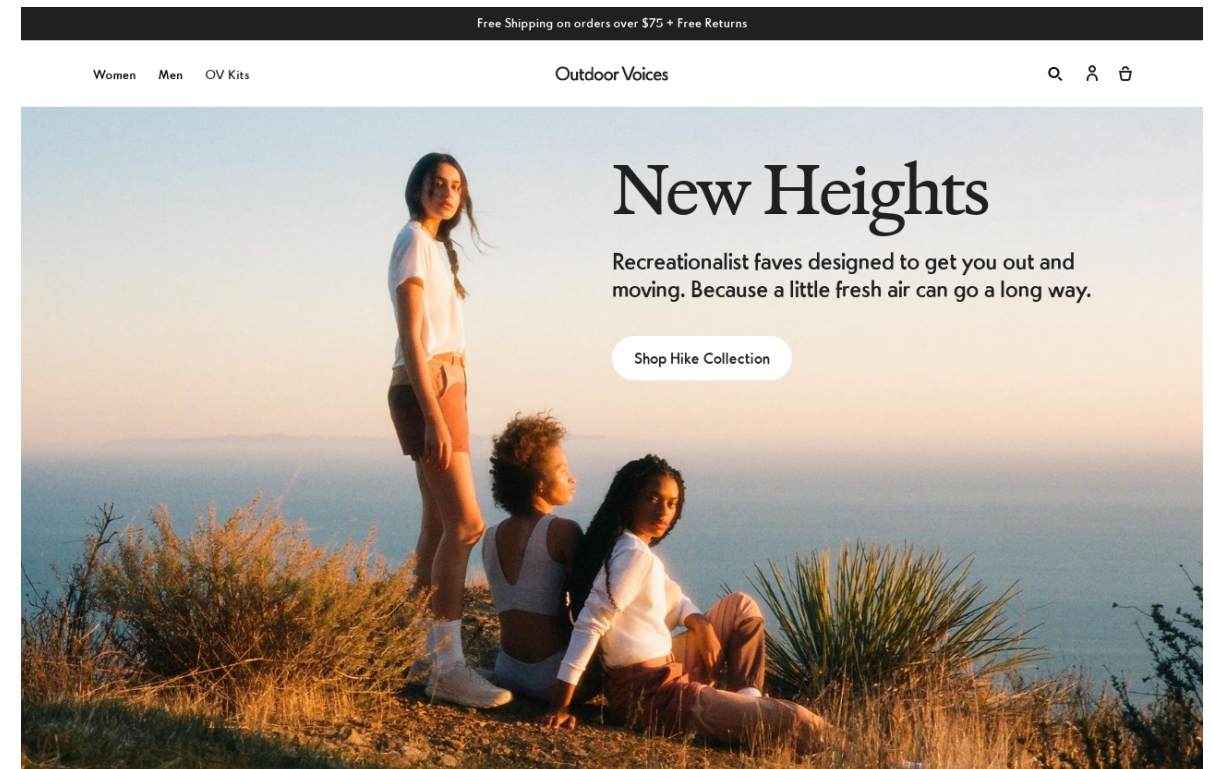
We're on a mission
to get the world moving.

Outdoor Voices

#DoingThings

We're on a mission to **Get the World Moving** because we believe **Doing Things** — moving your body and having fun with friends — is the surest way to a happy and healthy life.

Ultimately, what we're building is a community of vibrant and varied Recreationalists who believe in the power of **Doing Things**. If you like having fun, we'll get along.



Get Fresh

Say hello to our new color, Eucalyptus. Just in time

The competition

L.L.Bean



Your destination for everything that makes the season so special. Discover ideas for finding the warmth in a winter chill; for continuing traditions in a time when so much has changed; and for giving comfort by sharing it all with the people you love the most.

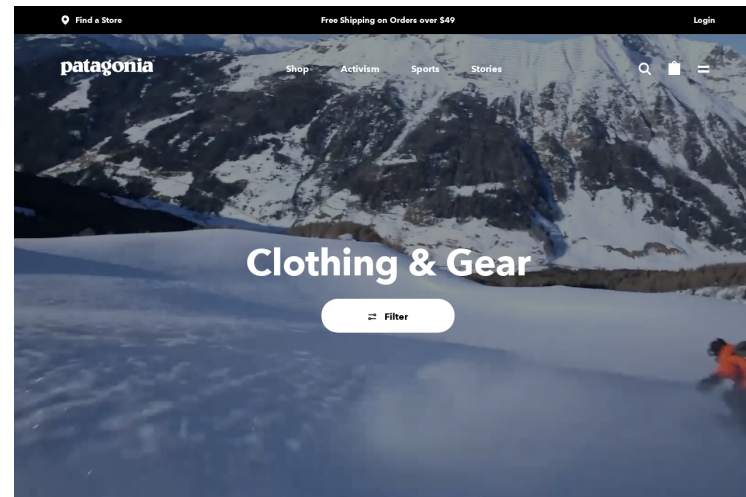


Recognizing Black History Month

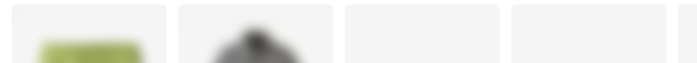
In honor of Black History Month, we asked some of our L.L.Bean Partners to reflect, in their own words, on the figures who have inspired and influenced their work.

Outside Stories - Outside Actions - Outside Friends.
Be an Outsider.

Patagonia



Men's 548 Items

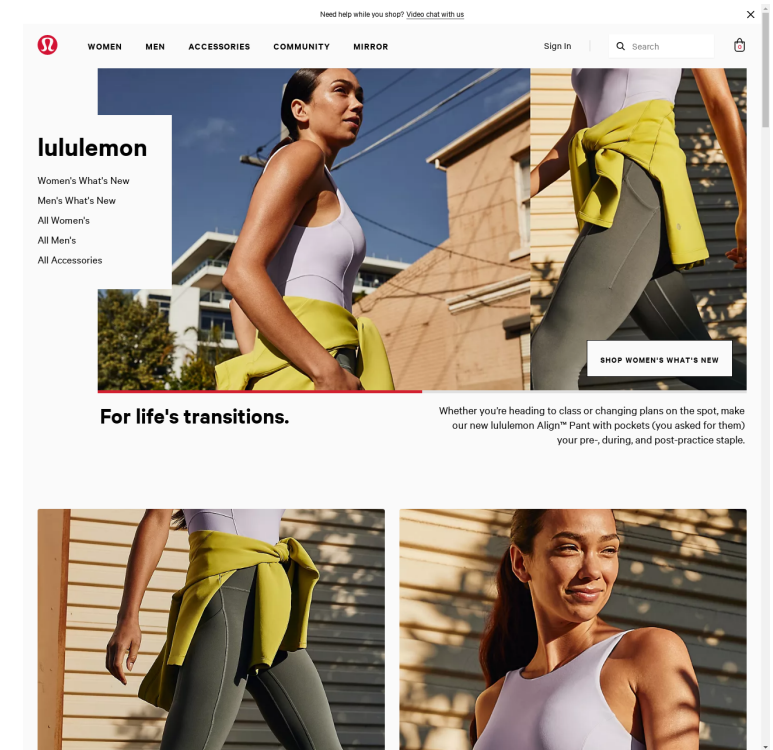


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Cookie Settings Accept All Cookies

We aim to use the resources we have—our voice, our business and our community—to do something about our climate crisis.

Lululemon



From yoga classes and mindful moments, to high-intensity training sessions, to runs of all distances, we believe sweat has the power to bring people together.



OV Need

1

LIVE/ON-DEMAND CLASSES

2

EXPAND OV COMMUNITY

3

UNDERSTAND USER NEEDS

User Need

1

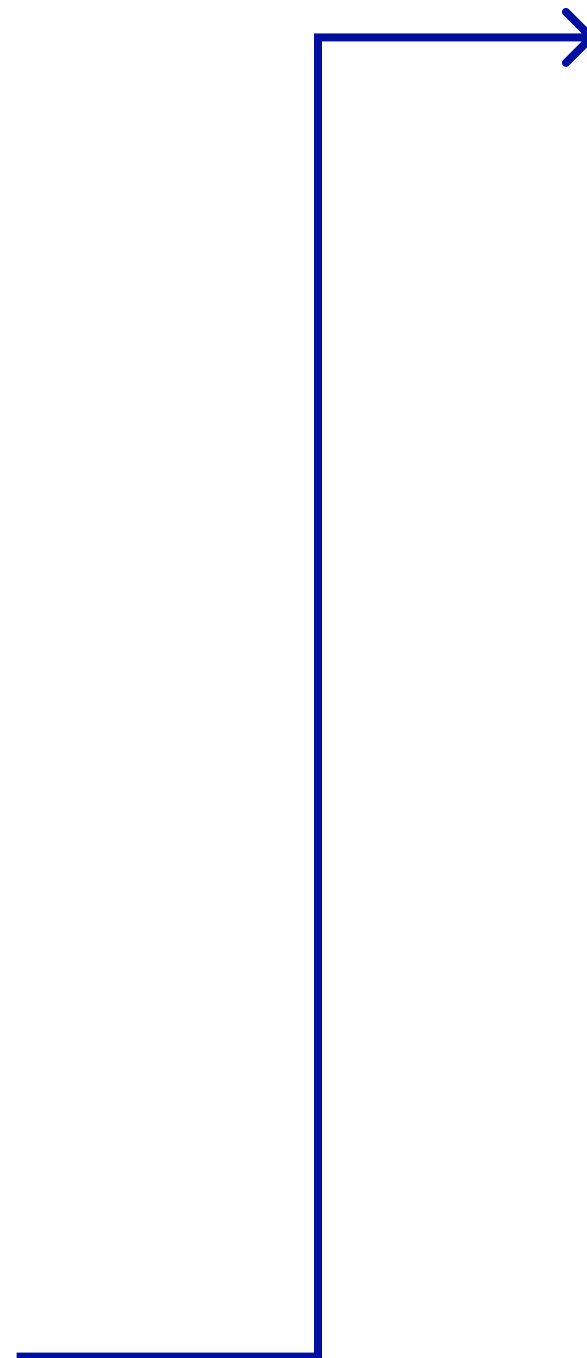
WELLNESS

2

MOTIVATION

3

GOALS



Meet Lucia!



Needs:

1. I need a community to help positively influence me in developing an active lifestyle
2. I need a variety of options because I don't like doing the same thing all the time
3. I need people to encourage me

Frustrations:

1. I find it hard to be self-motivated all the time.
2. It's difficult to maintain my goals on my own
3. I'm busy and don't always have time to attend in-person classes.



Problem Statement

Lucia needs a way to be motivated to achieve her wellness goals because she has a busy lifestyle and finds it hard to stay accountable to herself.



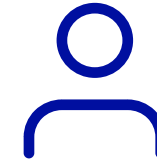
Key Features



Classes



Community



Goal Tracking



Wellness Goals



Be active, healthy, and happy



Key Features



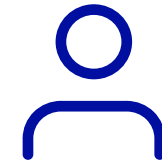
Classes

Access both live & on-demand fitness and wellness classes.



Community

Read OV's lifestyle blog posts, engage with friends' updates & join community clubs.

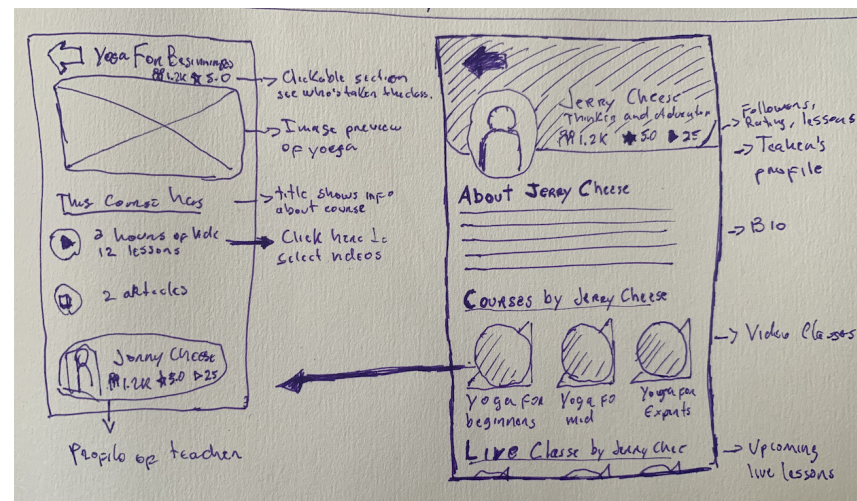
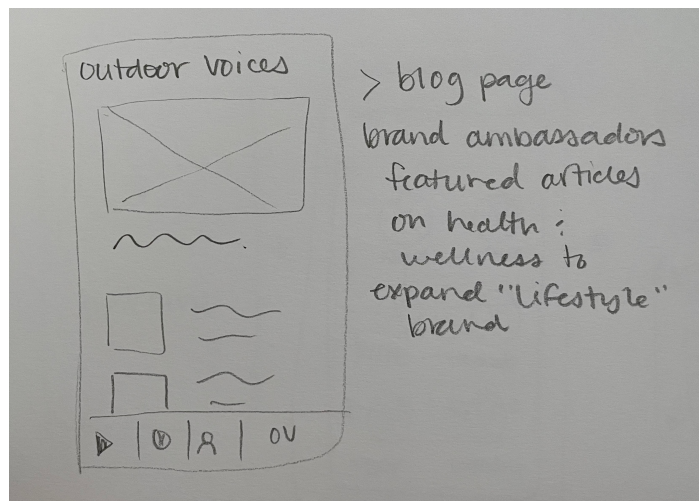
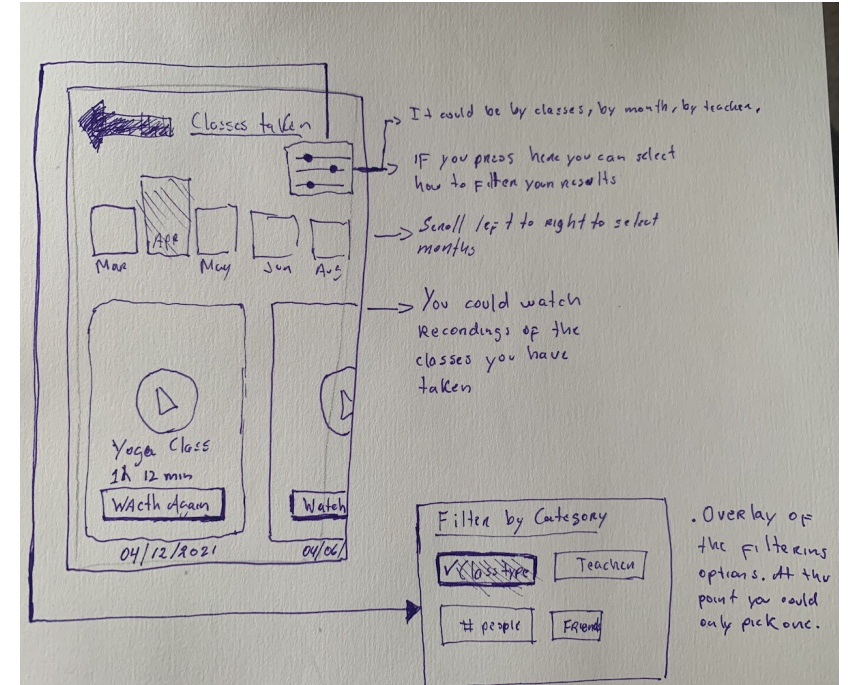
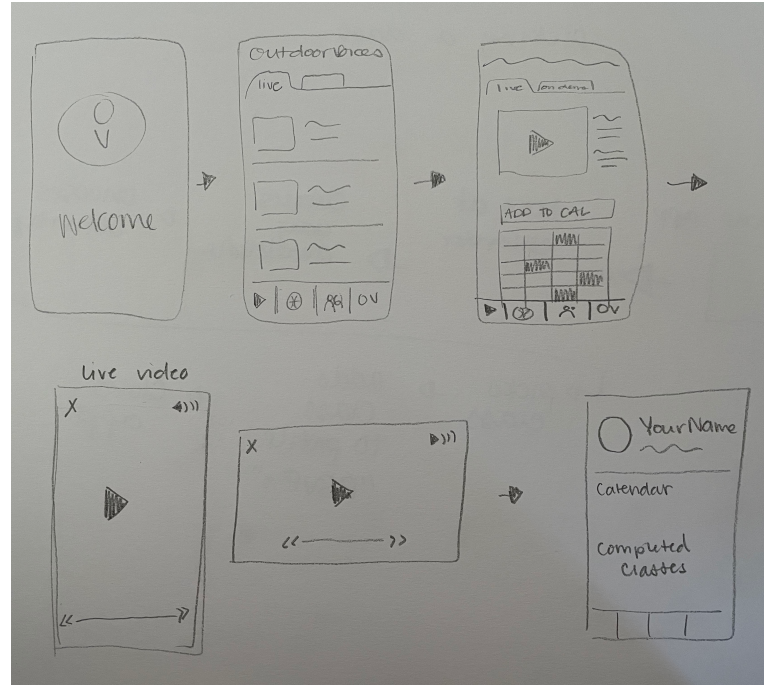
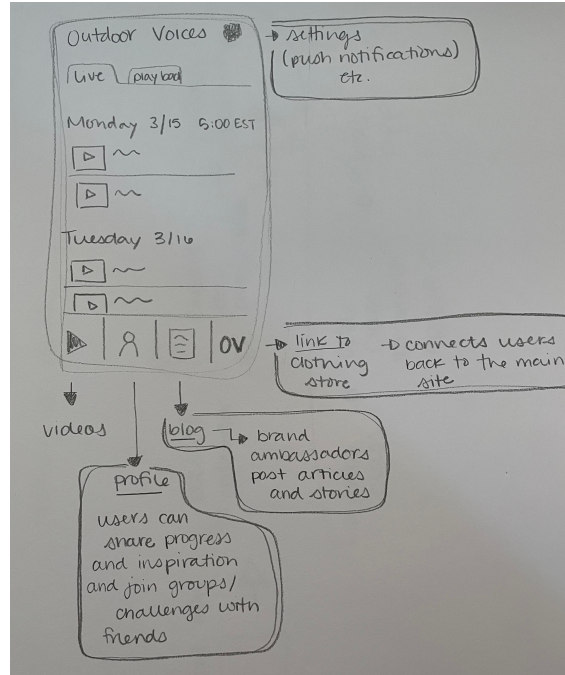


My OV

View your classes, set and track goals for yourself & join community challenges!



Design Studio



What are the features going to look like?

What does the user do when they open the app?



Mid-Fi Usability Testing

Goals

- Is it easy for users to register for a live class on OV app and get relevant information they would need?
- How helpful would users find the content in the Community section to be in terms of motivating them to do things and achieving their goals?
- How could we better help users get motivated to do things and to develop an active and healthy lifestyle?



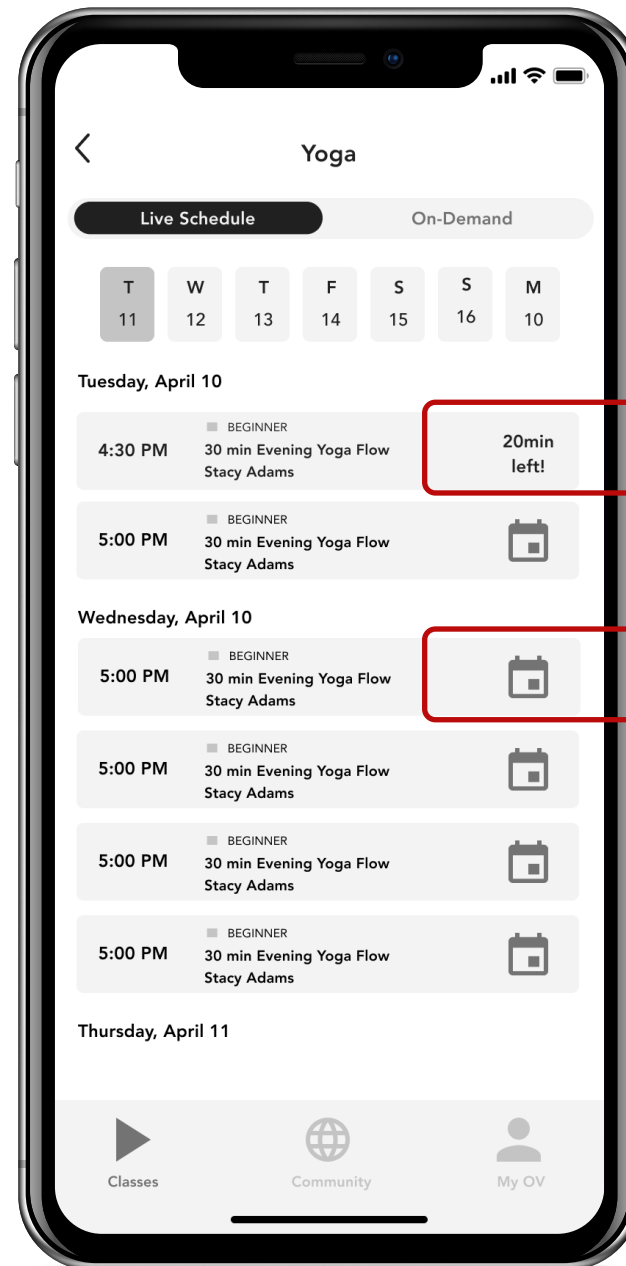
Mid-Fi Usability Testing Insights

Confusing Icons

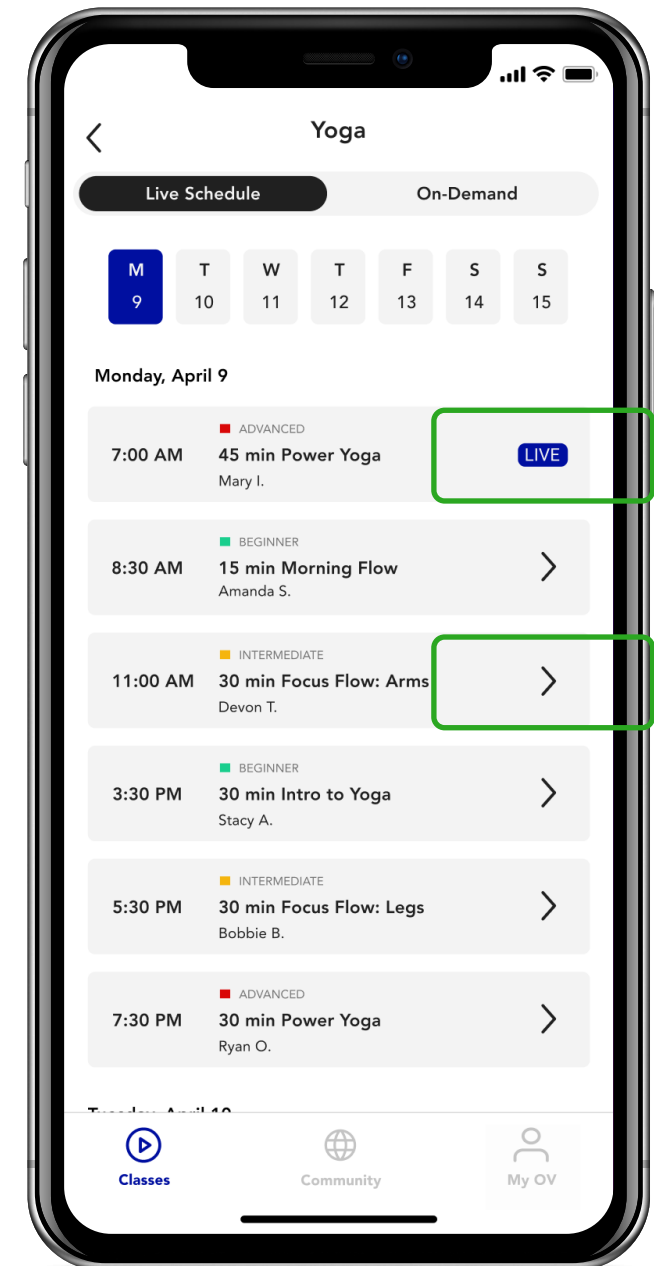
- Felt confused about what "20 min left" meant
- Felt confused about the calendar icon
- Expected icons with clearer indications



Before



After



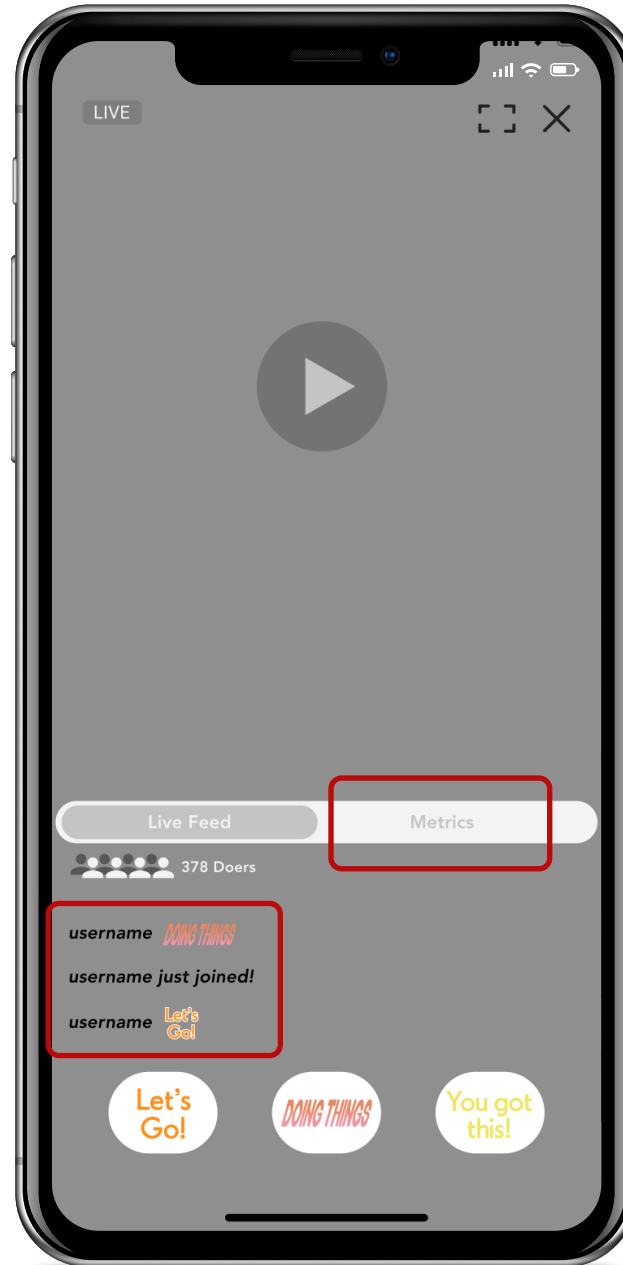
Mid-Fi Usability Testing Insights

Live Class Interface

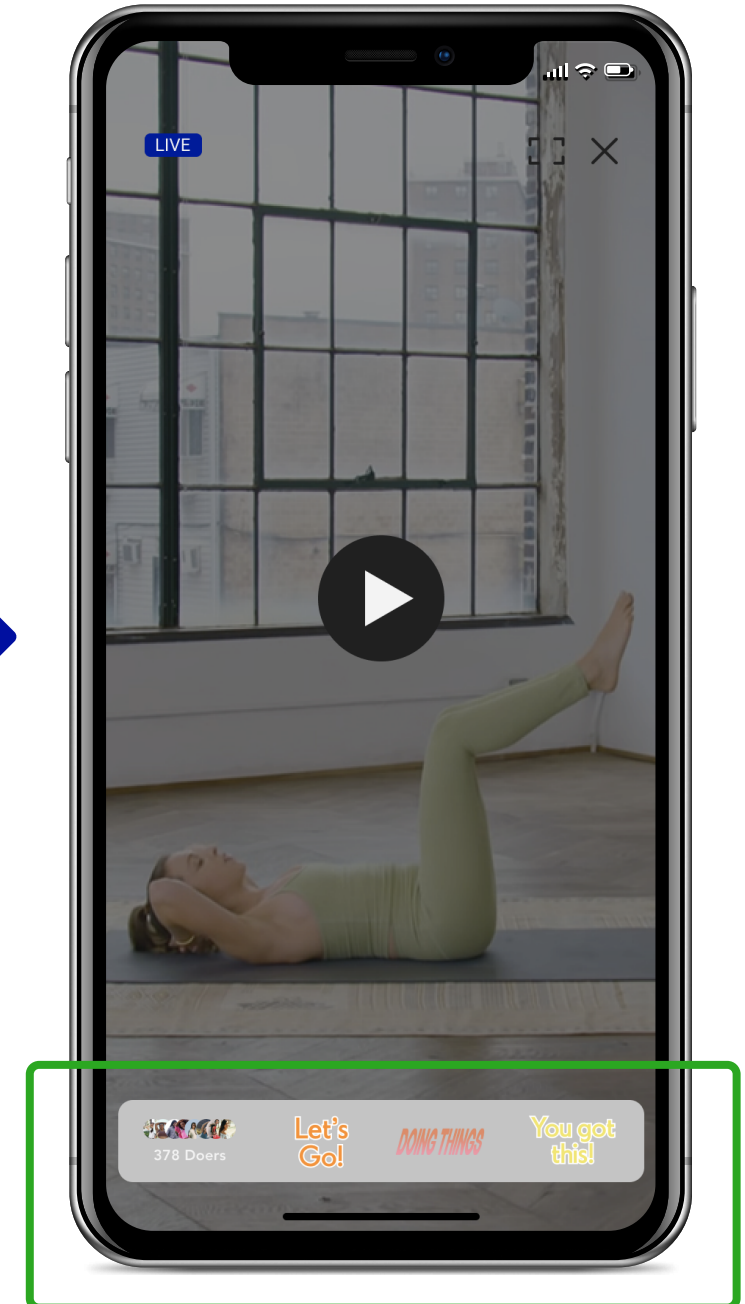
- Did not want the Metrics Tab -- would not want to multitask among taking classes, commenting, and checking metrics
- Did not want the commenting area to take up too much space -- expected a cleaner interface



Before



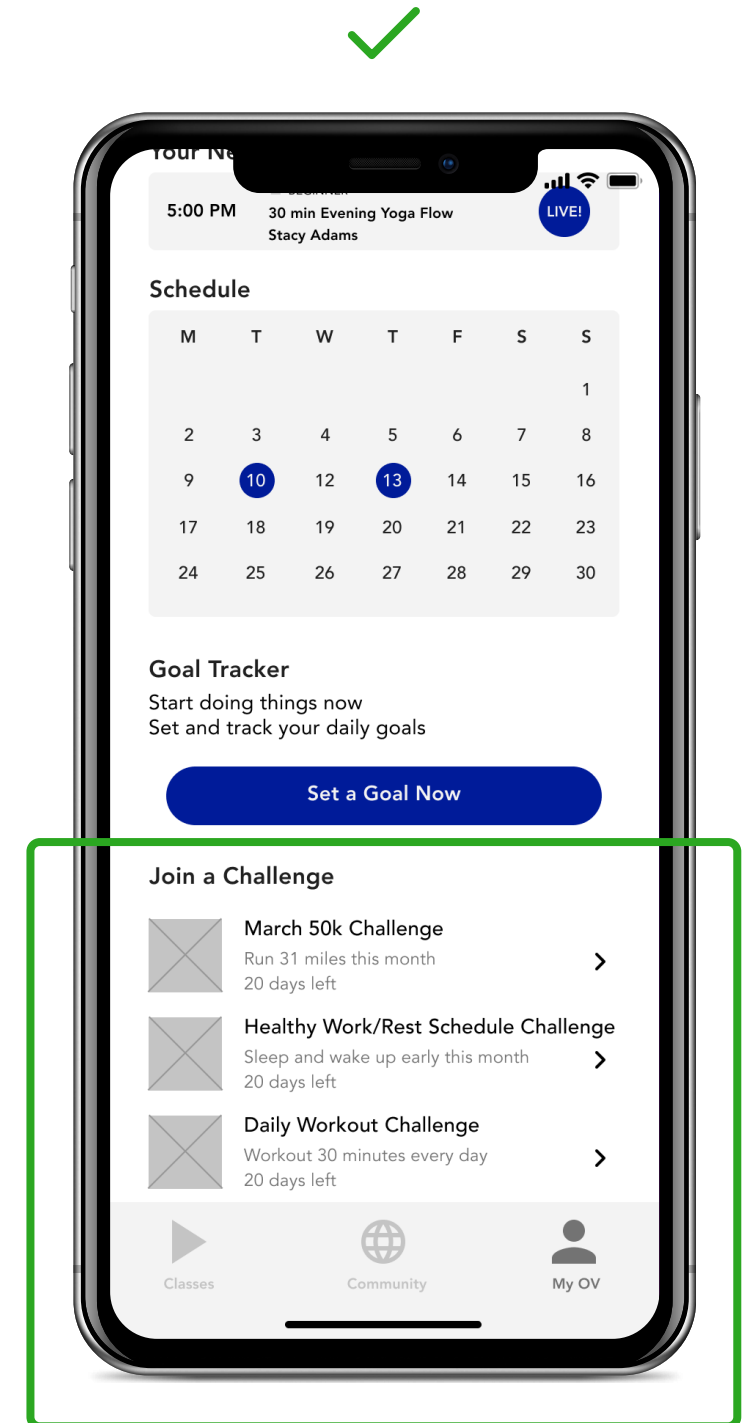
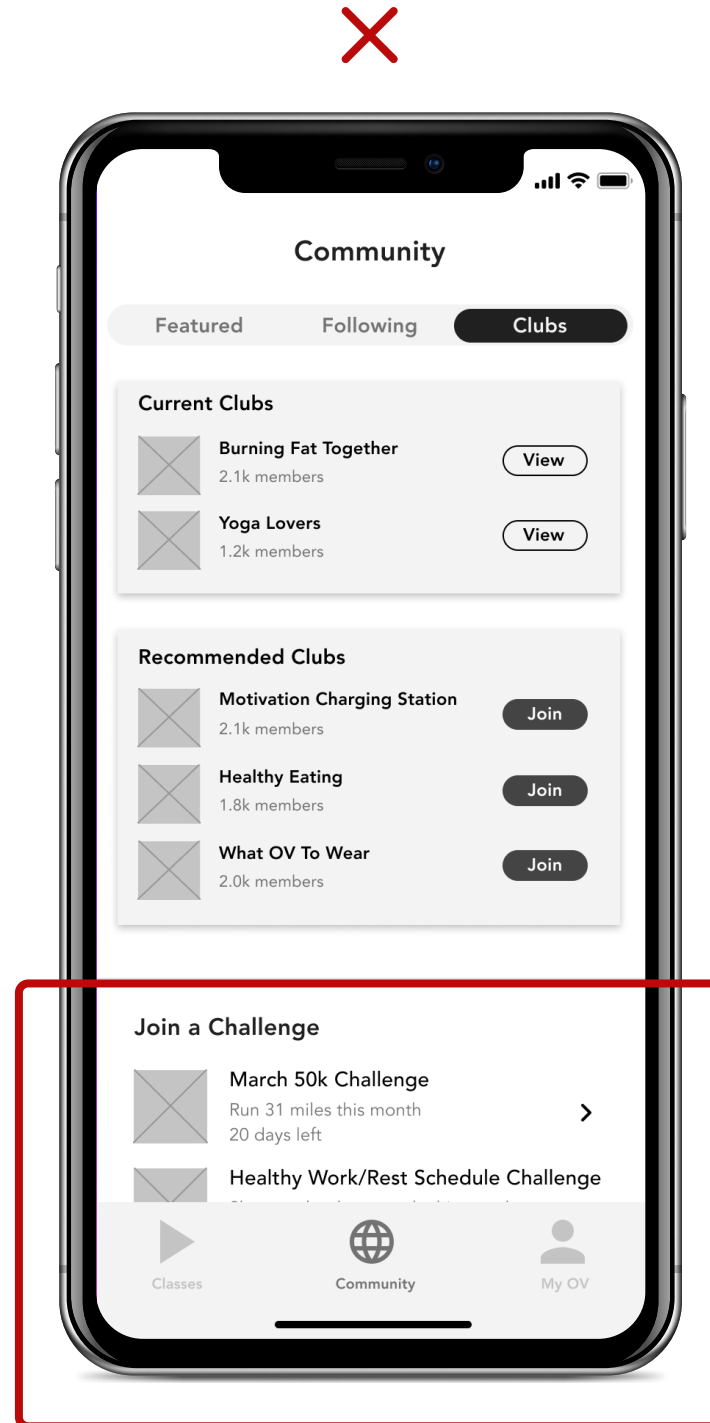
After



Mid-Fi Usability Testing Insights

Challenge Section

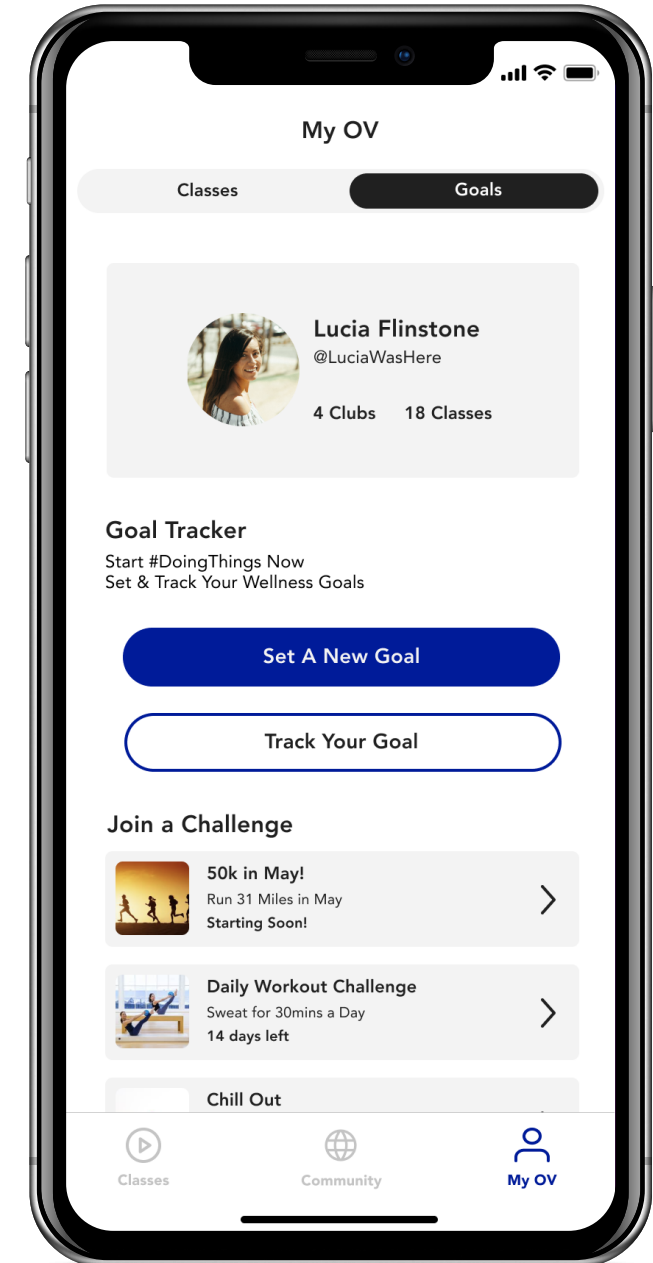
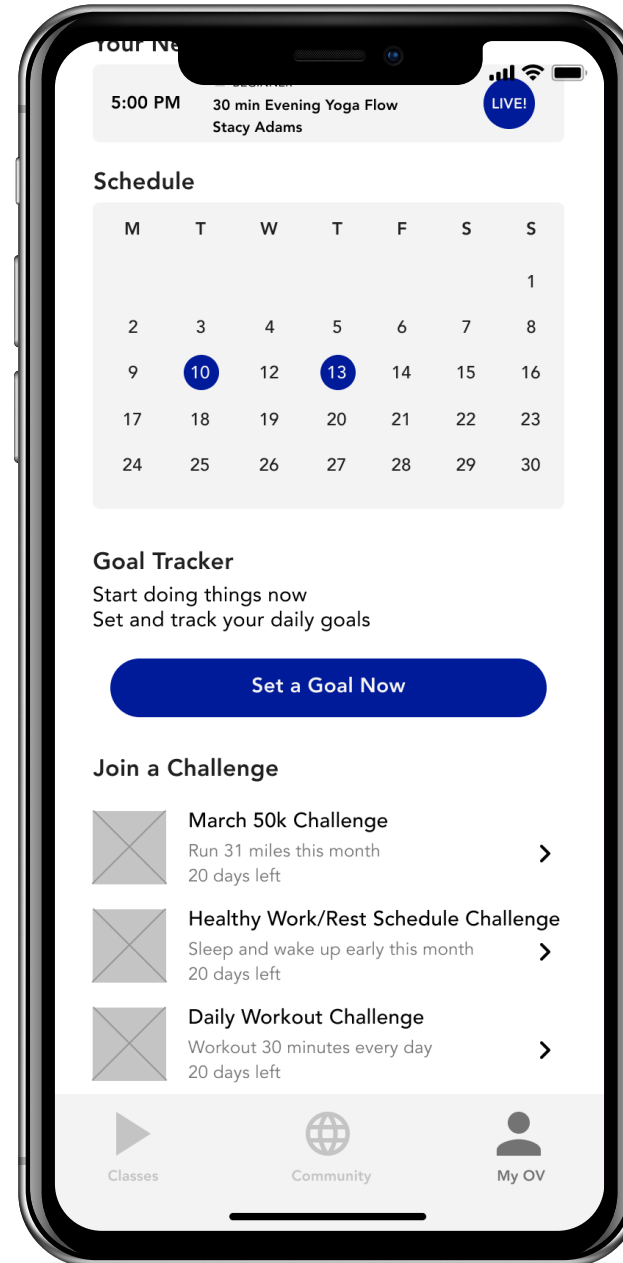
- Felt Challenge section was not necessarily related to the Clubs tab
- Thought My OV tab would be a more natural place to locate Challenge section



Mid-Fi Usability Testing Insights

Challenge Section

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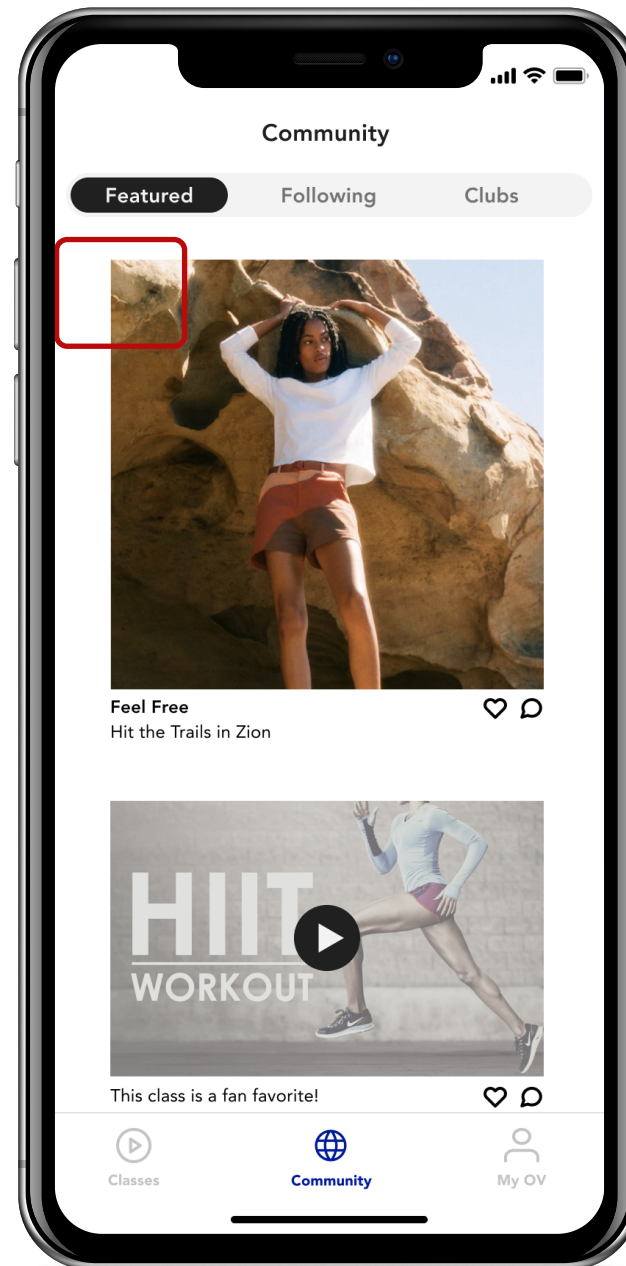
Hi-Fi Usability Testing Insights

Featured Tab

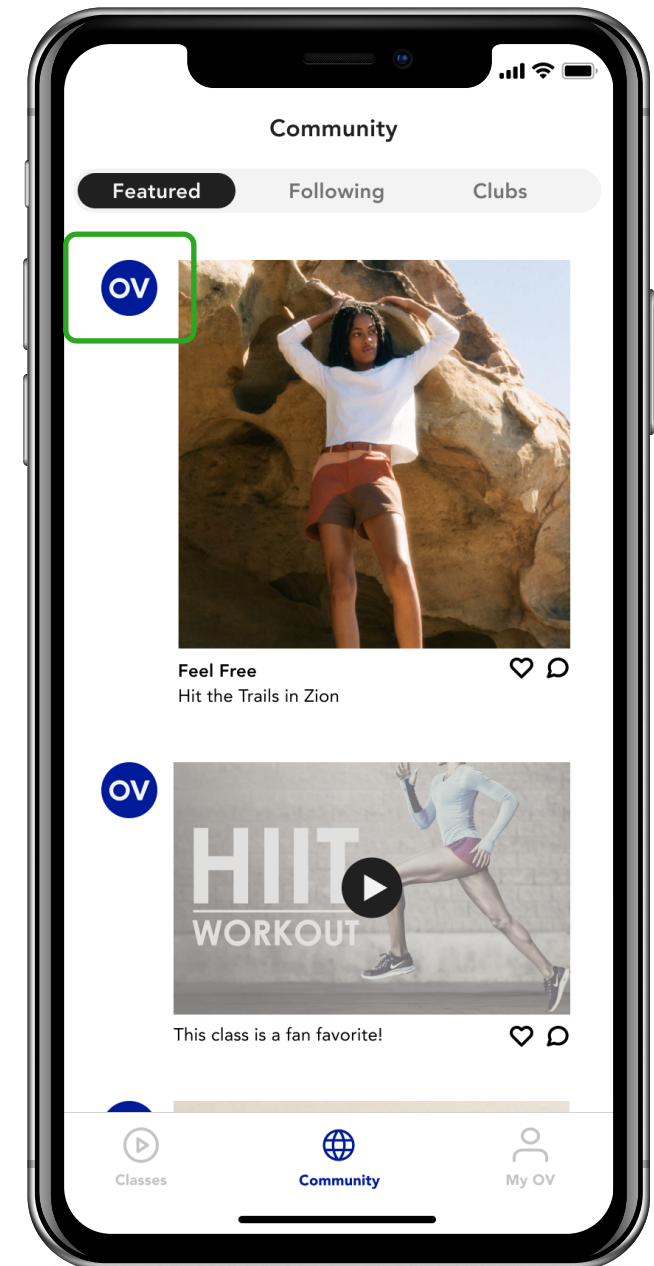
- Expected to see OV's avatar (1) to make it clearer that Featured tab is all about OV's promotions AND (2) to make OV's posts more humane and conversational



Before



After



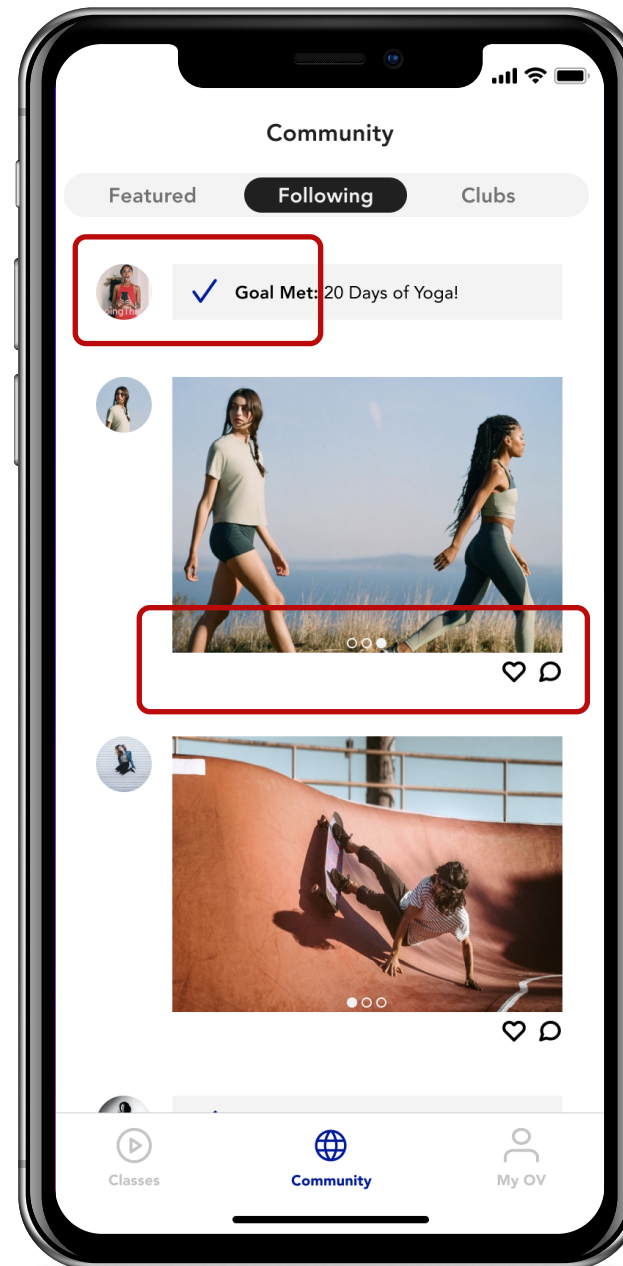
Hi-Fi Usability Testing Insights

Following Tab

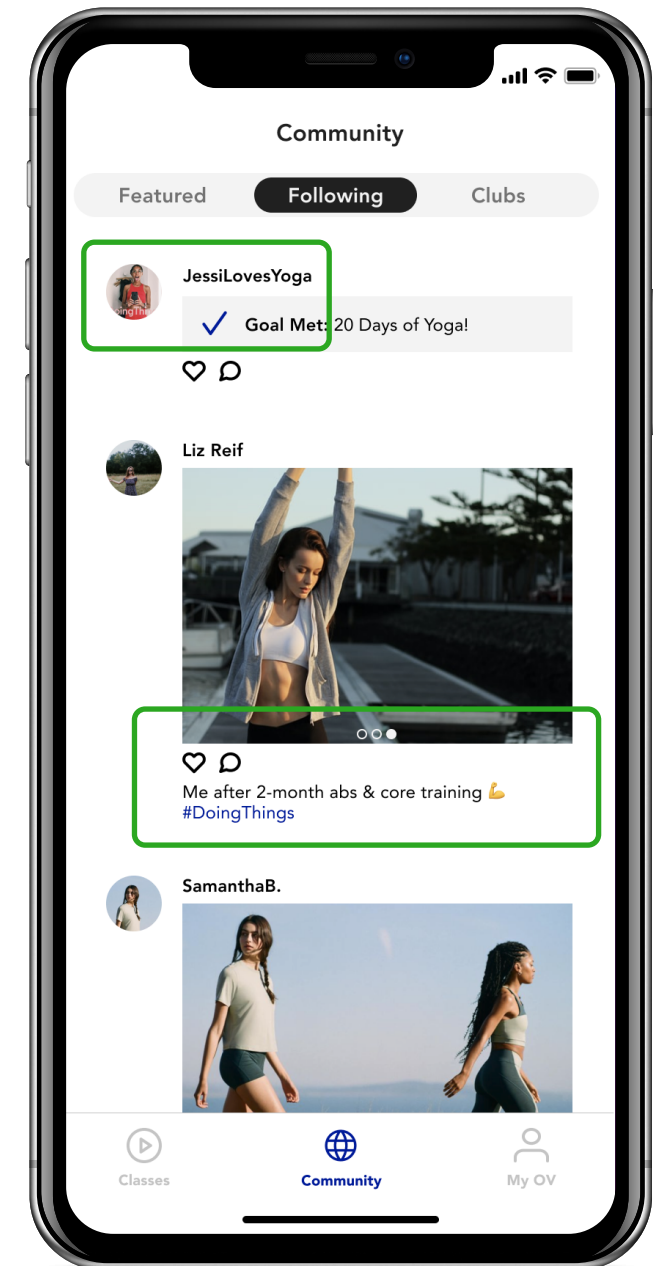
- User names were missing
- Expected to see some text rather than purely pictures to get more motivation



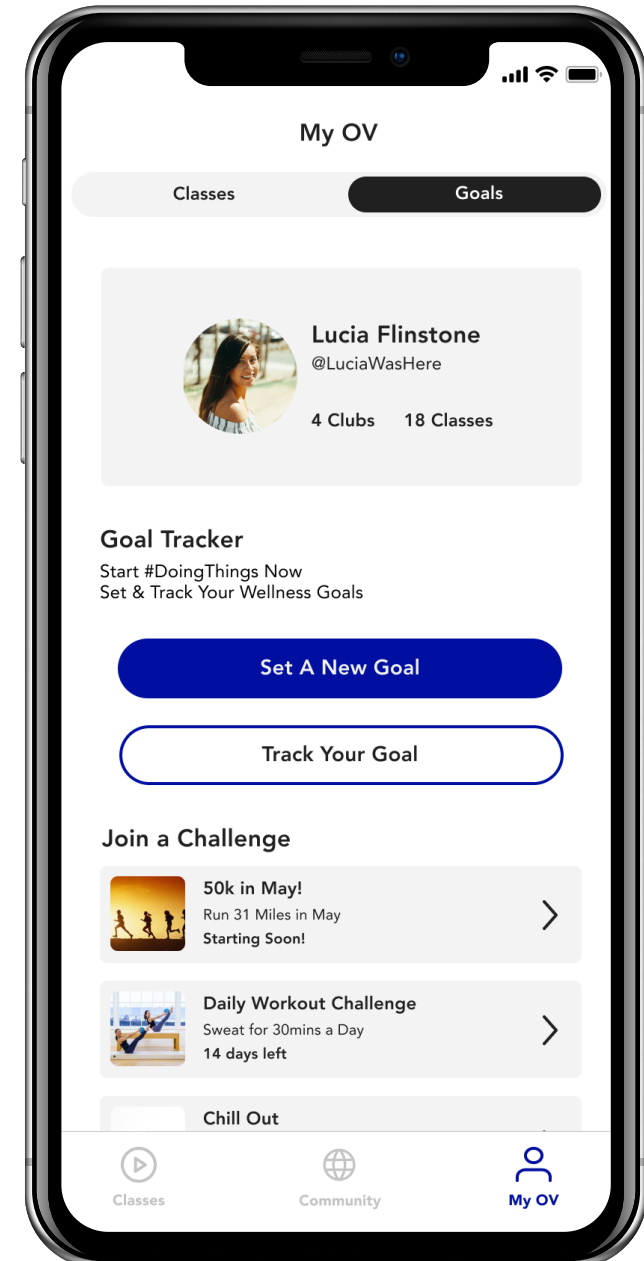
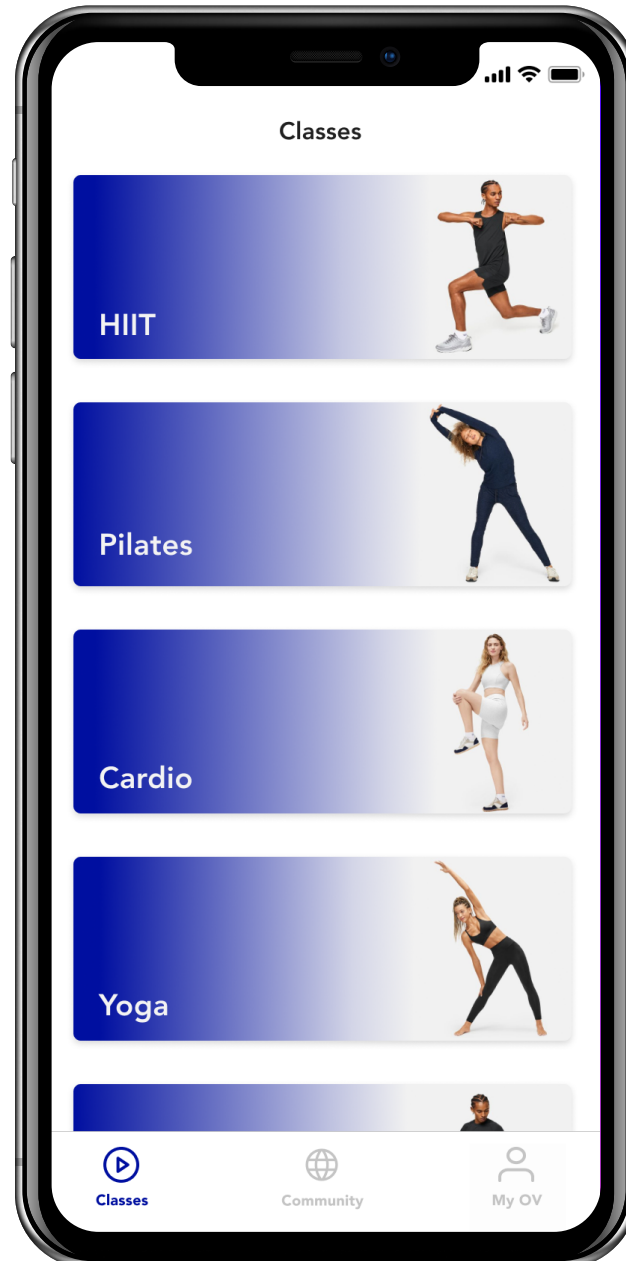
Before



After



Final Prototype



Next Steps

1

Continue to expand the community tab and include more options for interactions amongst community members

2

Integrate the platform to the OV e-commerce offerings

3



Thank you! Any Questions?

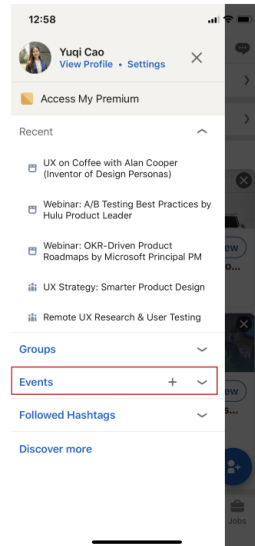


Competitive Analysis

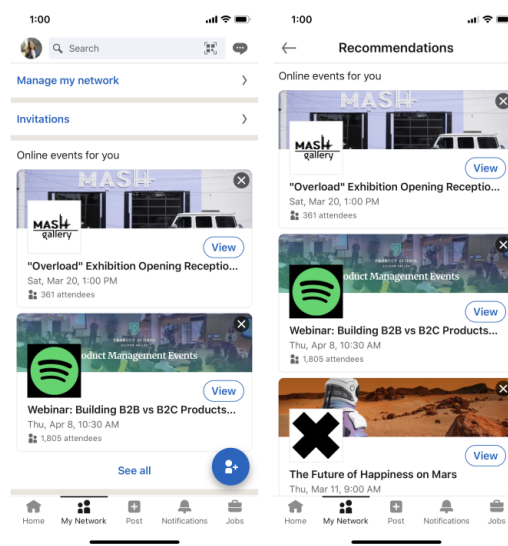
	Outdoor Voices	LL Bean	LuLuLemon	Patagonia
Primary Function	athleisure clothing store	"outdoorsy" clothing store	athleisure clothing store	"outdoorsy" clothing store
Secondary Function	#DoingThings	"Be an" Outsider	LuLuLemon Community	Patagonia Activism/Stories
Features	OV Brand Ambassador, minimal app with links to live fitness and lifestyle videos	LLBean Outdoor Discovery Programs (sign up for group activities like trips, camping, fishing, hiking, kayaking, bird watching, skiing, archery, etc.) Both paid and free events, blog with inspirational outdoor stories, tips, tricks and tutorials about all of the discovery programs they offer, highlighted "ambassadors", links to CTA and activism regarding climate change and sustainability	Yoga and Run Training Guides are the main activities they focus on. Brand Ambassadors are the trainers, teach classes and host events, they have articles and highlights of ambassadors and community members, inspirational stories about active lifestyles and personal achievements, share tools regarding fitness goals and training plans	Largely focused on climate change activism. more of a blog format, highlights different community members and their inspirational and motivational stories

None of the above companies have a platform where community members can interact immediately with each other. It all appears to be regulated by the company and the company gets to choose what is highlighted. There is an overwhelming focus on motivational, inspirations and affirmational stories. There is a universal focus on leading a positive, happy, "healthy" and fit lifestyle. All aspects affirm each individual companies values and beliefs.

Comparative Analysis

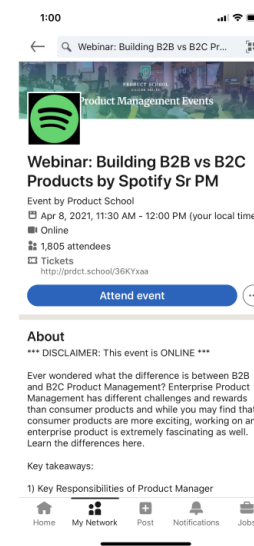


Events section is a bit difficult to find

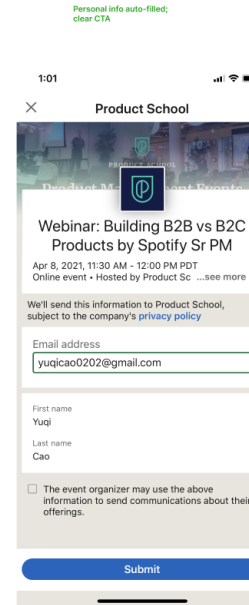


Recommendations of online events - clear list of online events, can see topic, time, host, and # of attendees easily.

Are these event recommendations based on my career interest OR my current network's interest OR popular events being promoted to me? The recommendation criteria/reasons seem unclear.

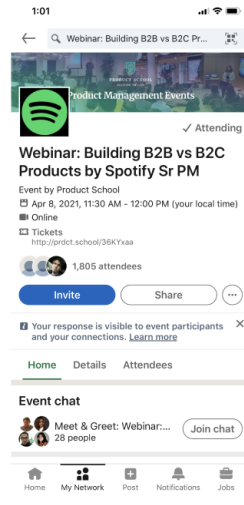
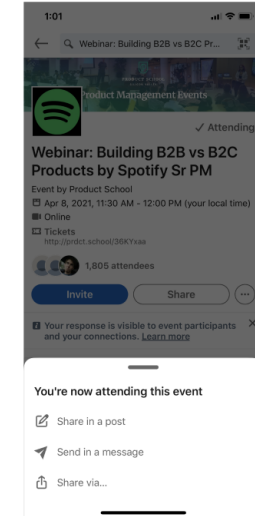


Noticeable CTA; info clearly listed; detailed description of the event

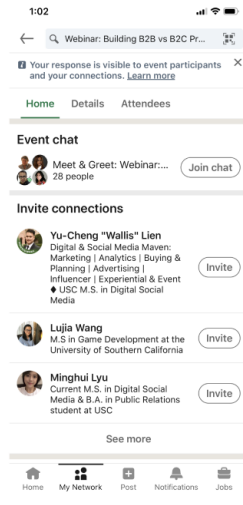


Personal info auto-filled; clear CTA

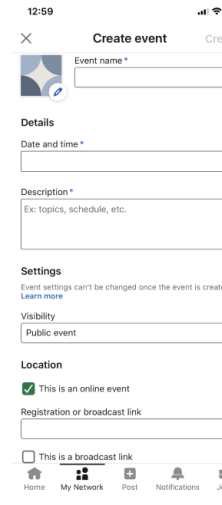
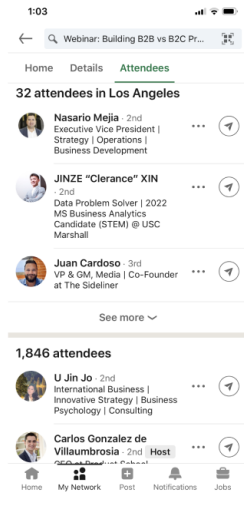
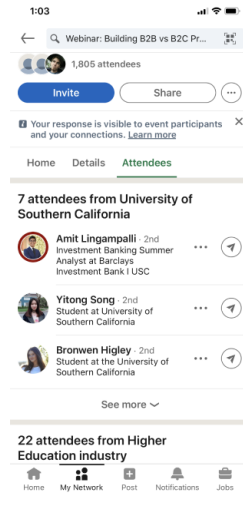
Provides multiple ways of sharing the event after registering; clear confirmation text



Encourages users to invite & share to bring more people in and join chat - all helpful for community building



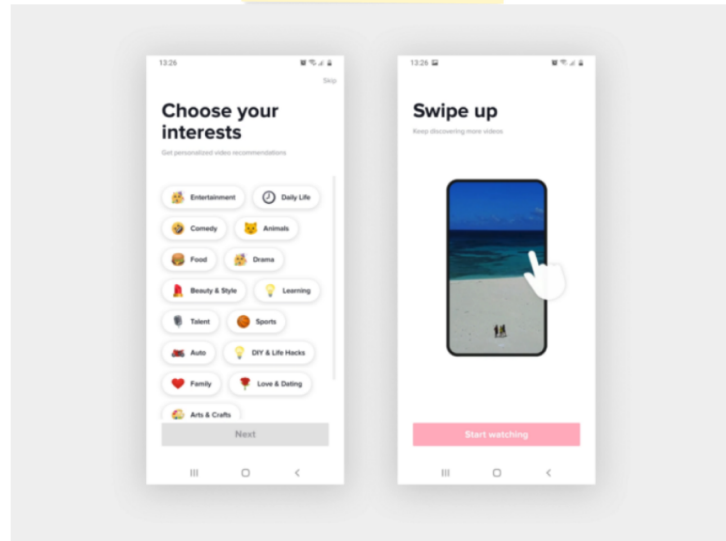
Can see attendees relevant to current network - encourages new connection building



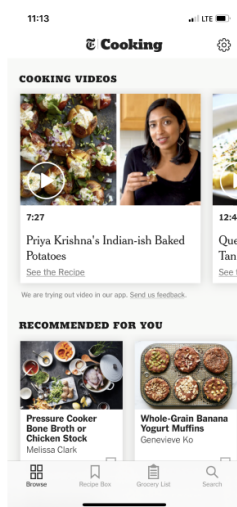
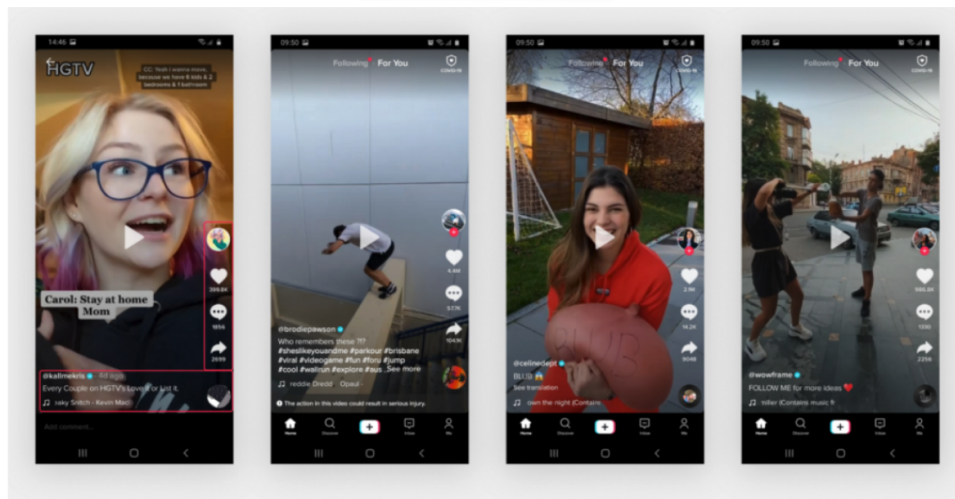
Users are able to create events themselves.

Comparative Analysis (CONT.)

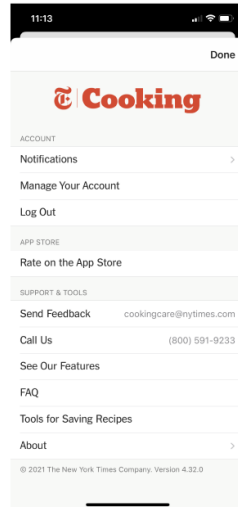
this is an interesting approach to allowing users to filter through types of videos



having a feature similar to tik tok where users can browse videos, see what others have commented or if it was a popular video that many others in the community have viewed or interacted with



effective way of organizing suggested videos and articles - picture heavy - video opens to full screen, includes option to stream to other screens



settings icon in top right corner - available on all screens except video - opens an overlay where user can access their information and manage account - perhaps this can also be where users manage their preferences that were inputted during onboarding process

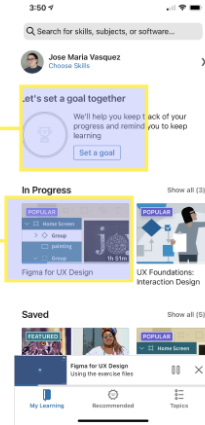


instagram very effectively manages the community with the top scroll of "friends" or "follows" - the simple circle surrounding their icon lets user know if the friend has updated or added something new to the story

Comparative Analysis (CONT.)

Motivation section

There's a place to set a goal, to motivate you to accomplish your tasks.



LinkedIn Learning.

It offers classes to take.

If you have started a couple of classes it, and you are opening or coming back to the app, it displays classes you are taking.

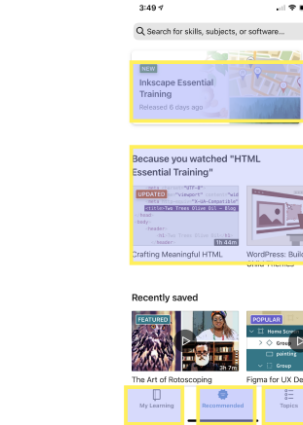
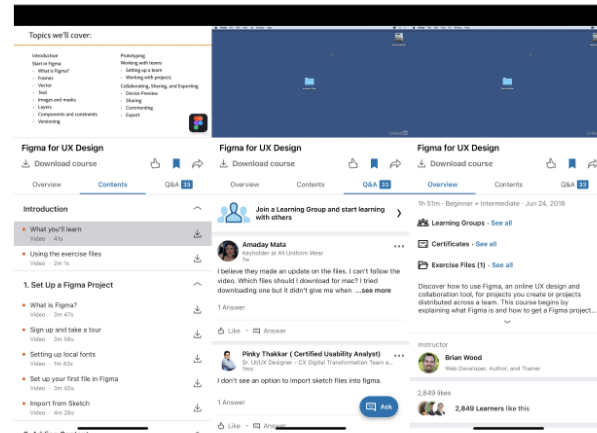
Below you get a scroll left to right list to see classes that you have bookmarked.

Class Section

Video Player Showing the class, the topics.

There is a list that indicates time of each video topic,

You can download content by one or the whole course.



New classes are place at the top

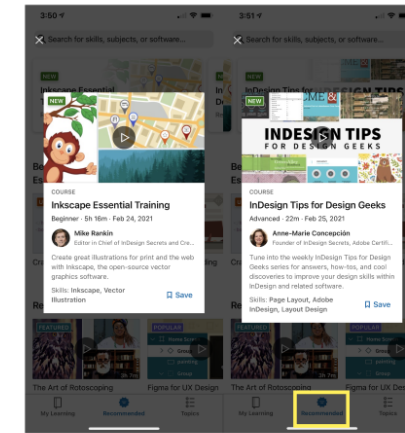
New classes are given priority in the recommended section.

Recommendations

The app gives you suggestions based on previous classes you may have taken

Bottom Menu

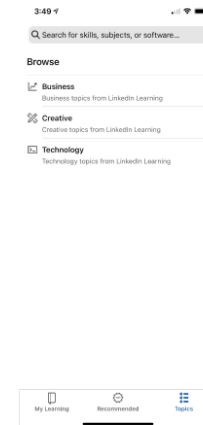
The app only has 3 main menus
My learnings,
Recommended
Topics



Explore other classes
Video Player Showing the class, the topics.

Here you get class suggestiona, and you can click to see a detail preview. You can either start, or bookmark it for later.

The recommended section is one of main section of the app, if you look at the bottom, you see there are only three main menus.



User Interview Questions:

We're working with a company called Outdoor Voices, and helping them expand their lifestyle brand. We're hoping to ask you a few questions regarding online communities and fitness experiences. There are no right or wrong answers, we're simply looking for honest information.

I would also like to ask if you're okay with this interview being recorded.

To start, tell me a little about yourself. What part of the country or world do you live in?

What motivates you?

What excites you? What do you do in your free time?

When you hear the word "community" what comes to mind?
Can you tell me about it?

What about online communities? Why?

When you hear the word "fitness" what comes to mind?

What prevents you from accomplishing any goals you have regarding an active lifestyle?

What role does technology play in your routine?

Affinity Mapping



User Persona



Lucia Flinstone

Activist

Age: 27

Gender: Female

Location: California

About: I am full time activist. I live on the coast of California, I'm a vegan and my passion is fighting for the environment. I seek out brands who have the same values I do. Emotional and physical wellness is very important to me. I really try to live a healthy, fit and holistic lifestyle.

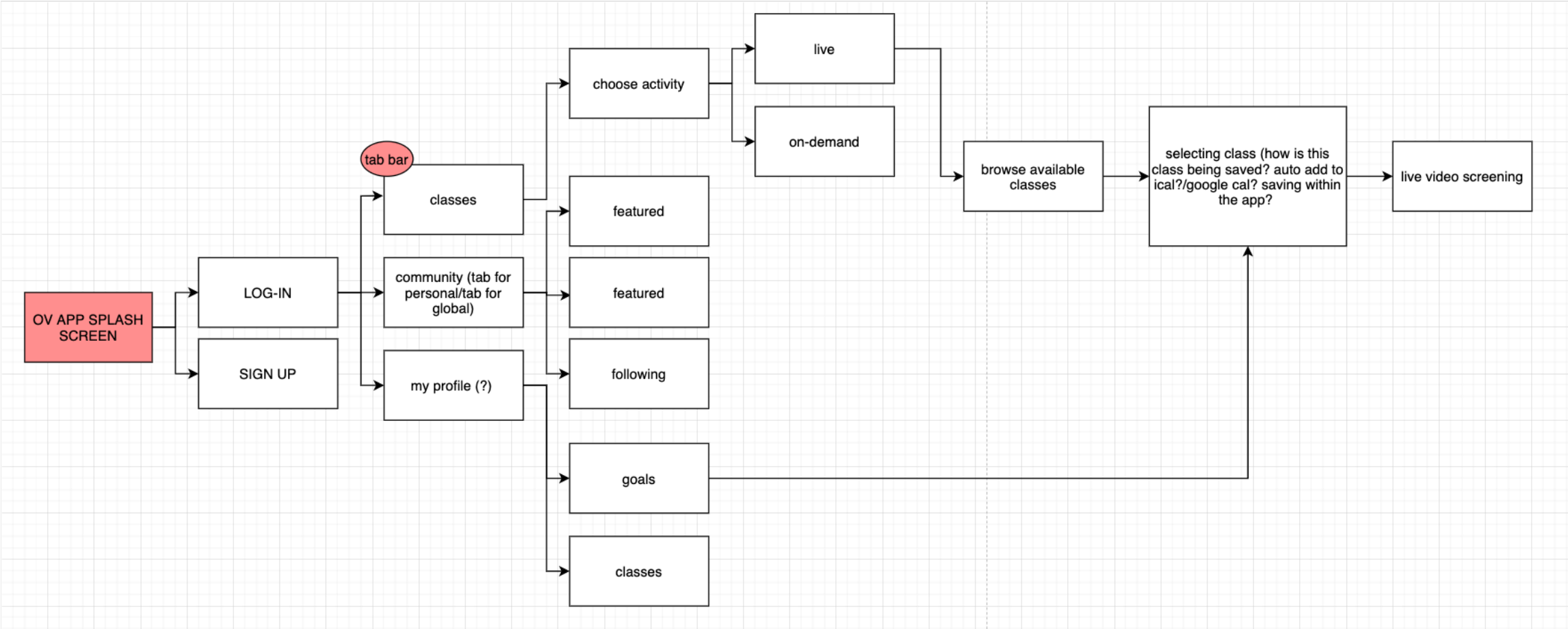
Needs:

- I need a community to help positively influence me
- I need a variety of options because I don't like doing the same thing all the time
- I need people to encourage me

Frustrations:

- I find it hard to be self-motivated all the time.
- It's difficult to maintain my goals on my own
- I'm busy and don't always have the time to attend in-person classes.

User Flows & Task Flow Analysis

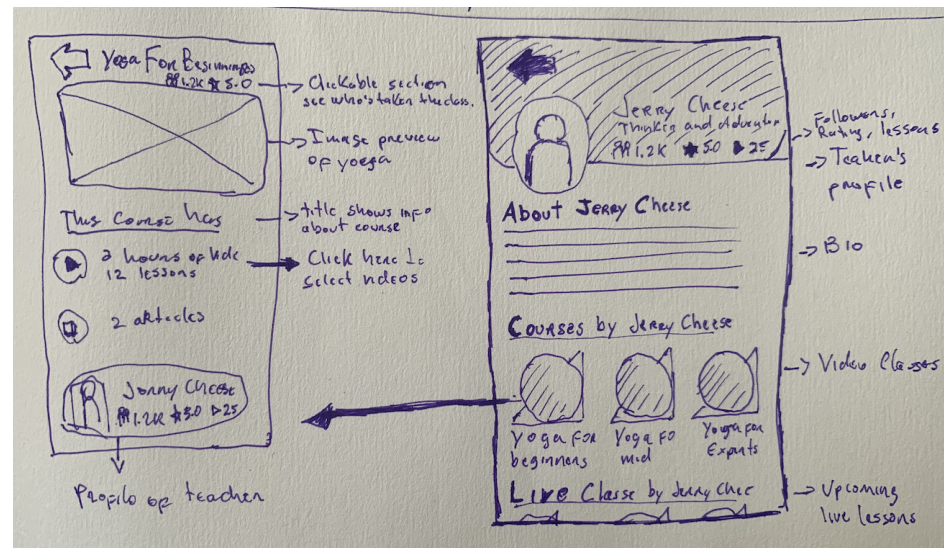
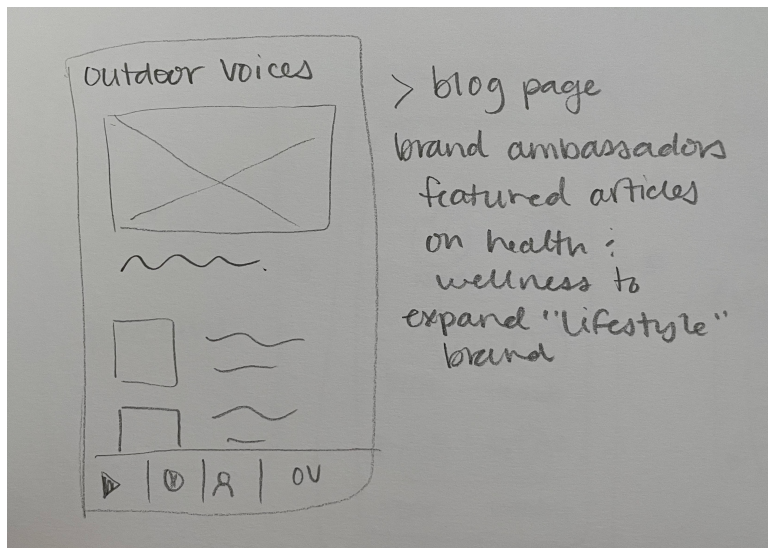
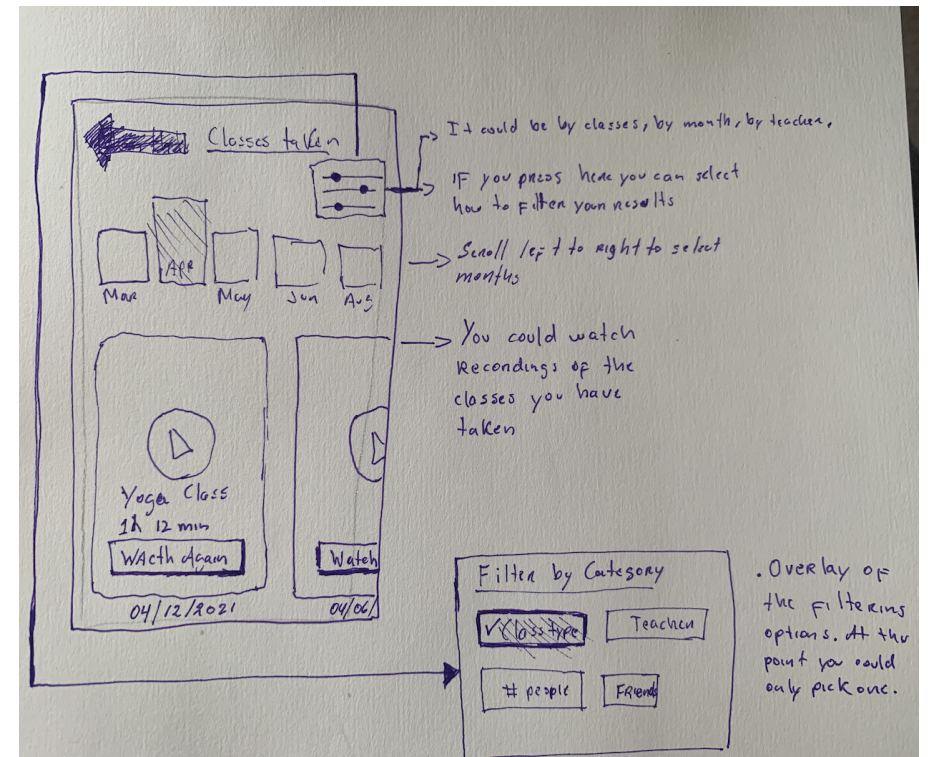
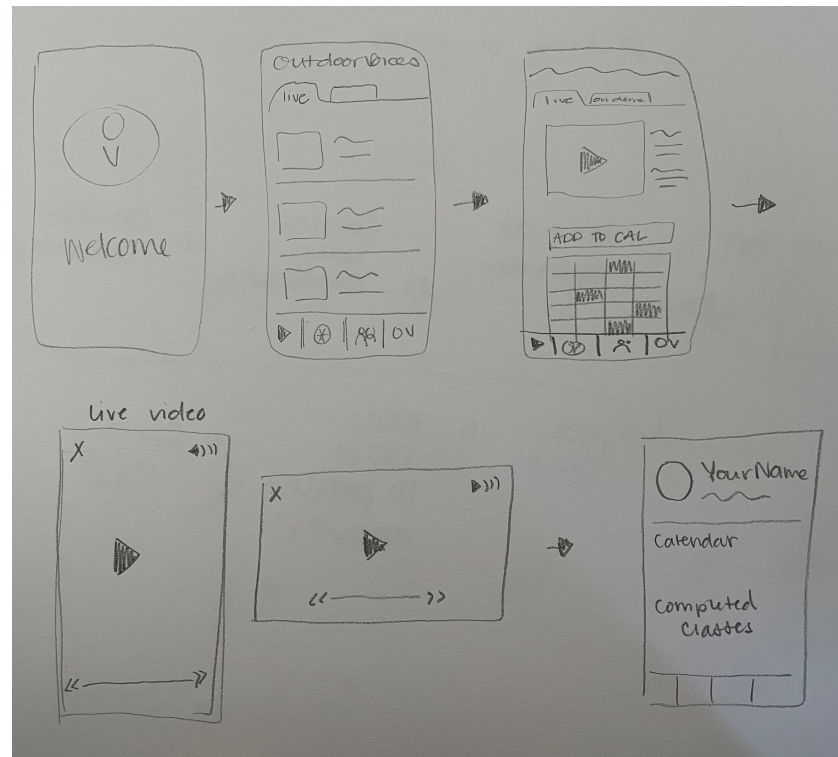
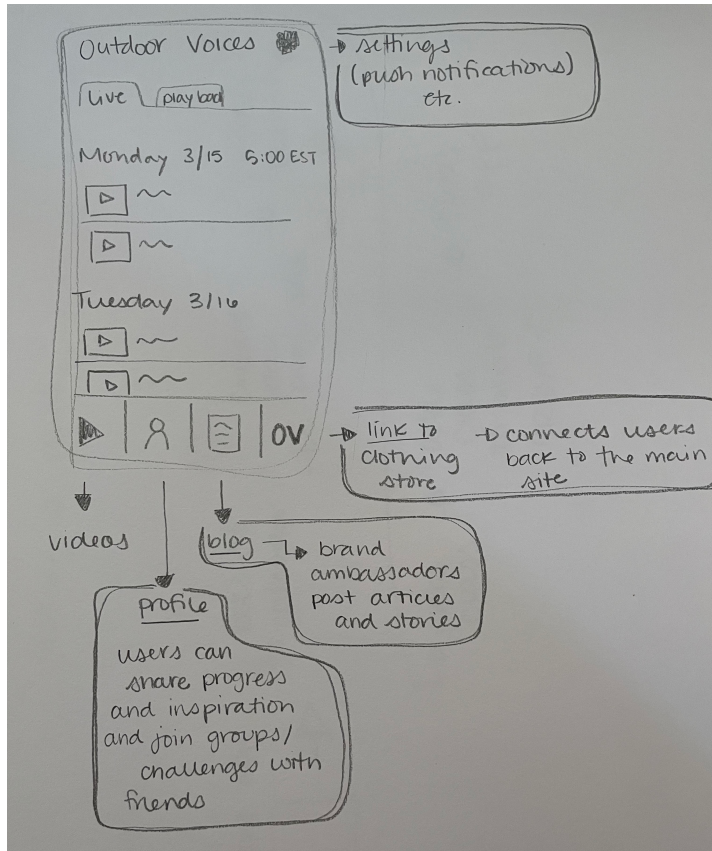


Task Flow: Accessing Live Class

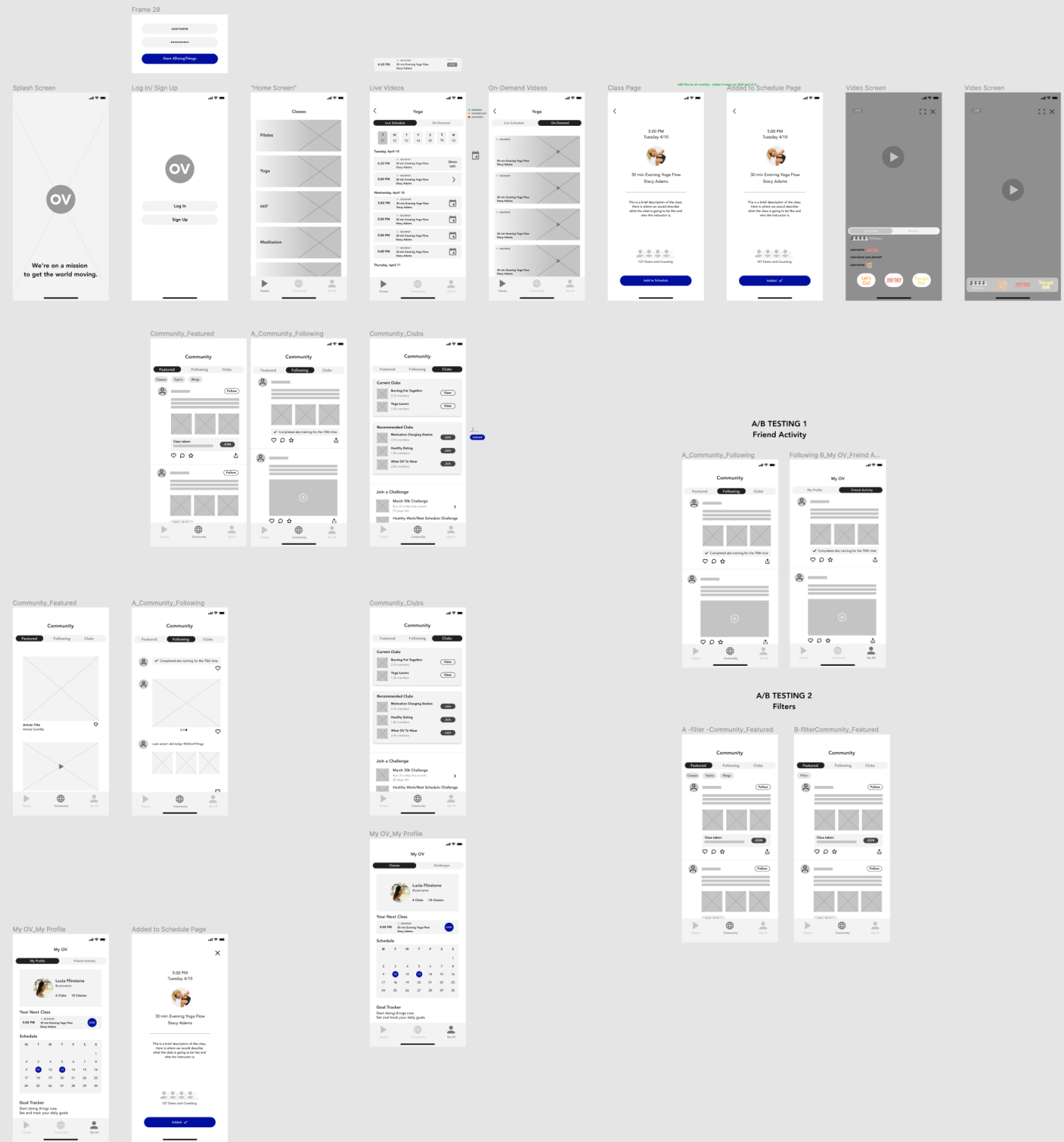
1. opens app
2. goes to calendar page
3. chooses day/time range
4. filters available activities
5. picks class
6. adds class to personal calender
7. invites friends(?)
8. waits for class to happen
9. does class
10. is happy

Features to consider:

- Opening OV App (landing/loading screen, reference to online store?)
- Searching for upcoming live classes
- browsing health/wellness videos
- interacting with "friends"



Clickable Mid-Fi



Clickable Hi-Fi

