

Title Online Observations

date 10/07/2024 project CSE 170

Location Reddit (r/camping, r/campinggear,  
r/camping and hiking)  
Facebook (Camping, Camper Moms)

time 3:25 PM recording notes

Situation, main event *describe in a few sentences*

- looked through discussions about campsites
- Got lucky because someone else asked about personal gear rentals
- took notes on what I thought was relevant

Interpretation, zoom out

Description *describe in detail*

Activities

Environments

Interactions

Objects

Users

# Title Online Observations

Project CSE 170

## Observation *brief summary*

- people always check online reviews & photos

## Inferred Need

- campsites need some sort of reliable quality control
- pictures are essential in choice making

## Possible Solutions

1. Pictures mandatory for reviews
2. Park ranger involvement for reliability
3. Rating system for reviews

## Observation *brief summary*

- Rentals are needed by travellers who fly to locations to camp

## Inferred Need

- short-term rentals for local campsite equipment is needed

## Possible Solutions

1. A platform like carshare
- 2.
- 3.

## Observation *brief summary*

- renting gear can be risky as there is no guarantee that it will be returned in a good condition

## Inferred Need

- platform regulate this
- reliability

## Possible Solutions

1. review system for renter and rentee
2. deposit
- 3.

## Reddit Observations:

- people want images of campsites before they go.
- high booking costs deter campers
- renting own gear is iffy
- would rent other peoples' gear

## Facebook Observations:

- people love park ranger reviews
- people have been iffy because the lent their gear to someone & it was destroyed.
- would be willing to pay quite a bit if there was a guarantee that it would be good quality & styled
- if they fly to a campsite, they would be very interested in renting gear

