



# Intrepid

Hiking Coalition





## Welcome

We are Intrepid, a hiking coalition founded on safety and community. We are here to help you gain the confidence and knowledge you need to hike in the outdoors independently.

We believe that everyone should have access to the outdoors and should be able to confidently explore wherever they go.



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# Hello!

## My Story

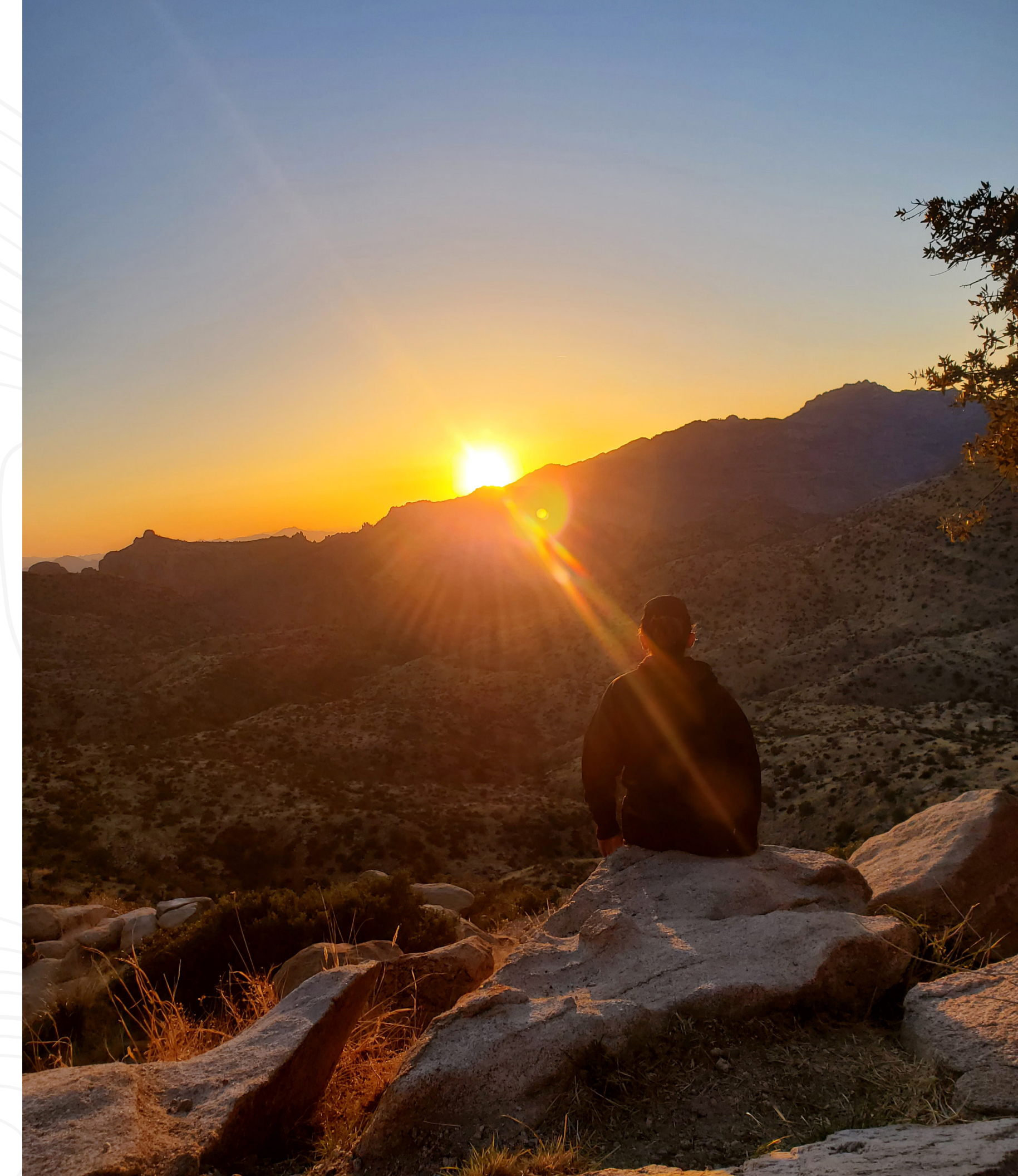
Growing up in the country, my love for the outdoors began at a very young age. I loved exploring anything and everything and would love to pretend that I was an explorer of an undiscovered world (my backyard). As I grew older my family started to go on more hiking and camping trips. These trips opened my eyes to the outdoor community as I realized how much there was to explore.

Now that I'm older and able to plan trips myself, I've come across a couple of new barriers. Finding people to go on hiking trips with can be a little challenging when you're not surrounded by people who also love hiking and backpacking. Along with this, it can be difficult to find a time when everyone in the hiking group is available and a place everyone wants to travel to. As much as I'd love to go on a solo trip, as a woman person of color, I've had some scary past experiences that make me wary of traveling alone such as being stalked and verbally harrassed. On top of these concerns, I also have to wonder if I have enough experience or knowledge about a park or a hiking trail, especially when going out of state. After talking to others in the outdoor community about these concerns, I know I'm not alone.

This is why I've created Intrepid. I hope to bring together others with similar experiences and concerns and be able to empower them to feel confident enough to hike in the outdoors alone. Intrepid is based on community, love, care, and safety and all are welcome.

**Melina Oliver**

**Founder**



Melina Oliver

Senior Thesis Project  
Visual Communication Design  
The Ohio State University 2023



## Our Mission

To empower marginalized groups  
to hike and backpack  
by giving them tools to be  
confident, strong, and smart.

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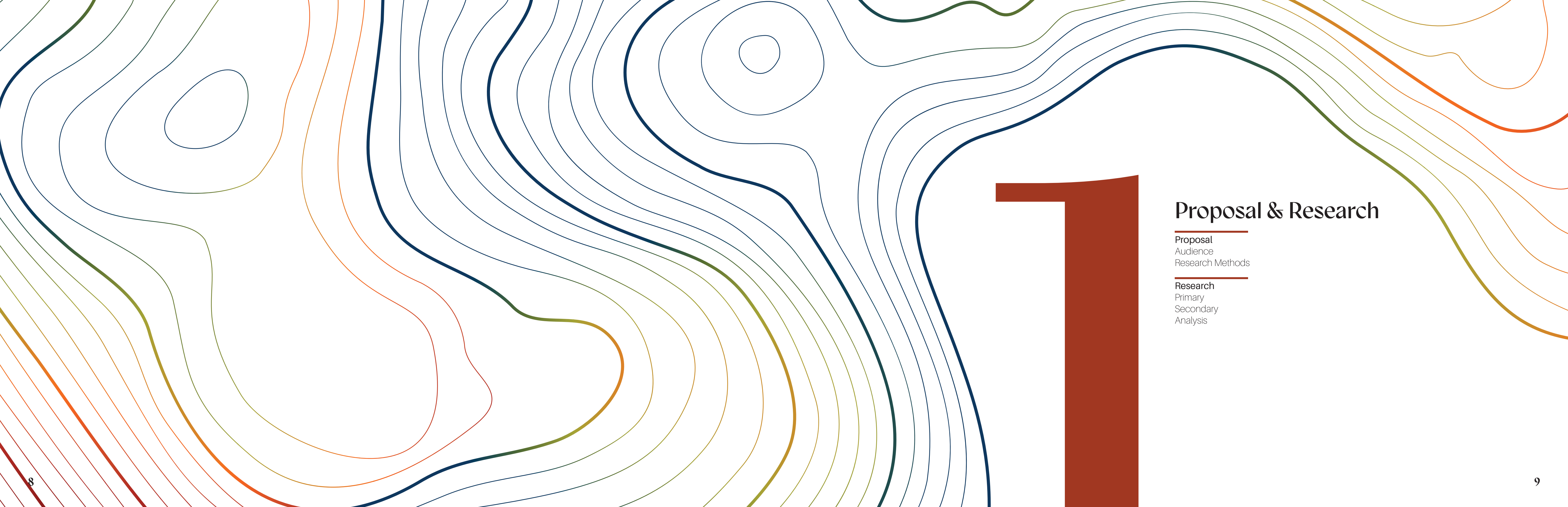
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# Proposal & Research

**Proposal**  
Audience  
Research Methods

**Research**  
Primary  
Secondary  
Analysis





**Proposal**



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## Target Audience

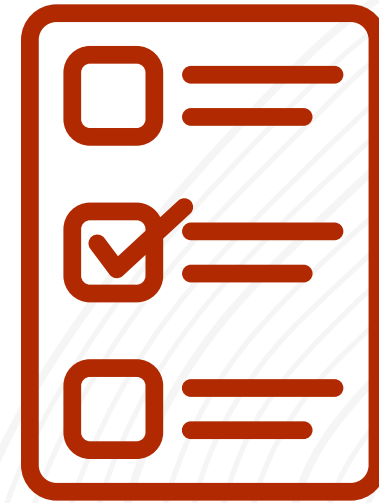
The target audience for Intrepid is all marginalized groups. These groups include people of color, women, LGBTQ+, low-income individuals, and many more.

For this project, I focused on women.





## Research Methods



### Survey

I created an in-depth 19-question survey that asked participants about their hiking experience and hiking concerns.

This survey was distributed through:

Instagram

OSU Mountaineers Club

OSU Climbing Club

Reddit Outdoor/Hiking Threads

Overall I received 48 responses.



### Article Review

I searched through online articles, journals, and news reports to look into the dangers women face while traveling and hiking alone in the outdoors.

I found information about these through searching online, social media, and by talking to people in the outdoors community.



### Popular Media Scan

In order to discover new areas related to my topic, I conducted a popular media scan using a mind map.

Through this method, I found more information about women hiking and backpacking in the outdoors along with safety tips to hike safer and smarter.







Primary Research

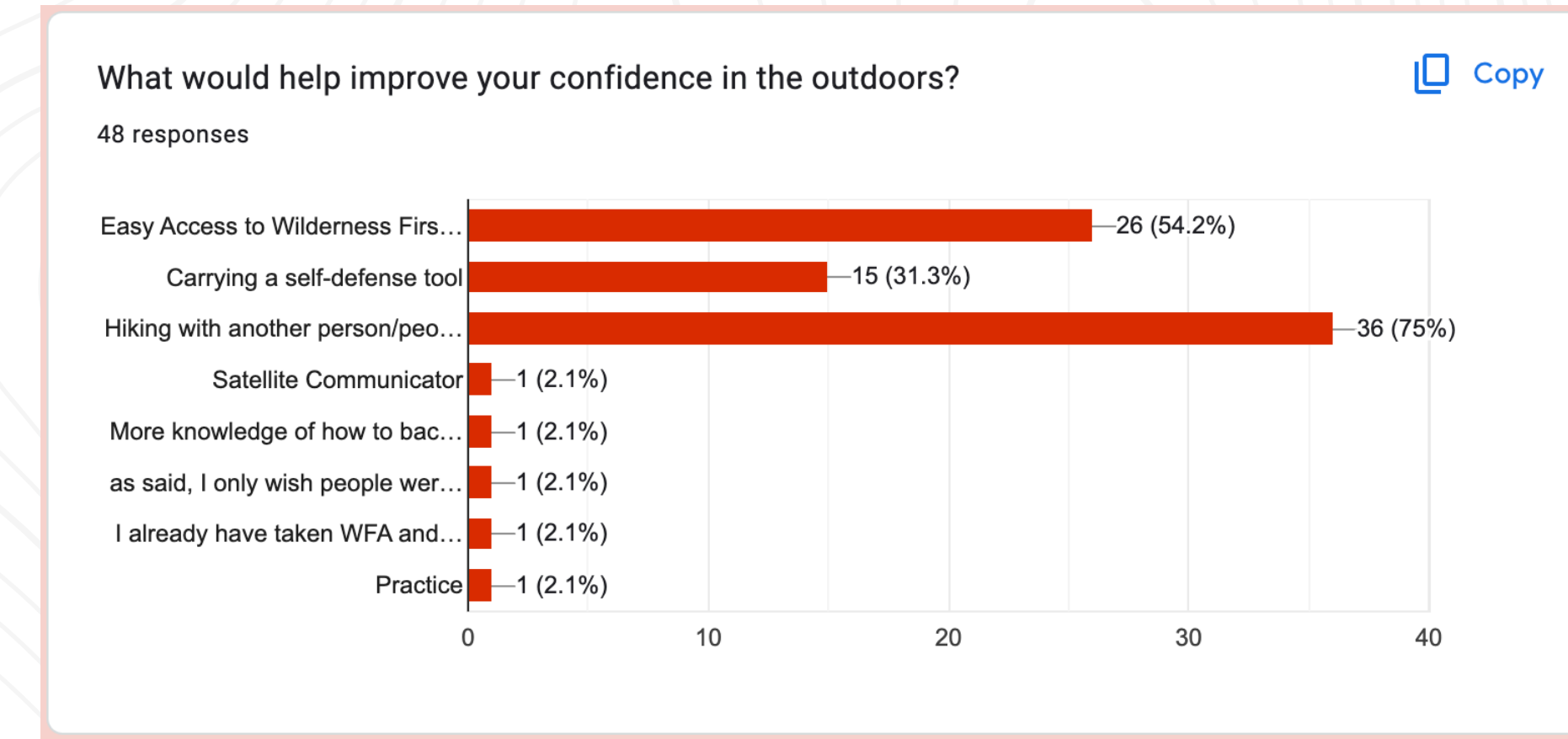
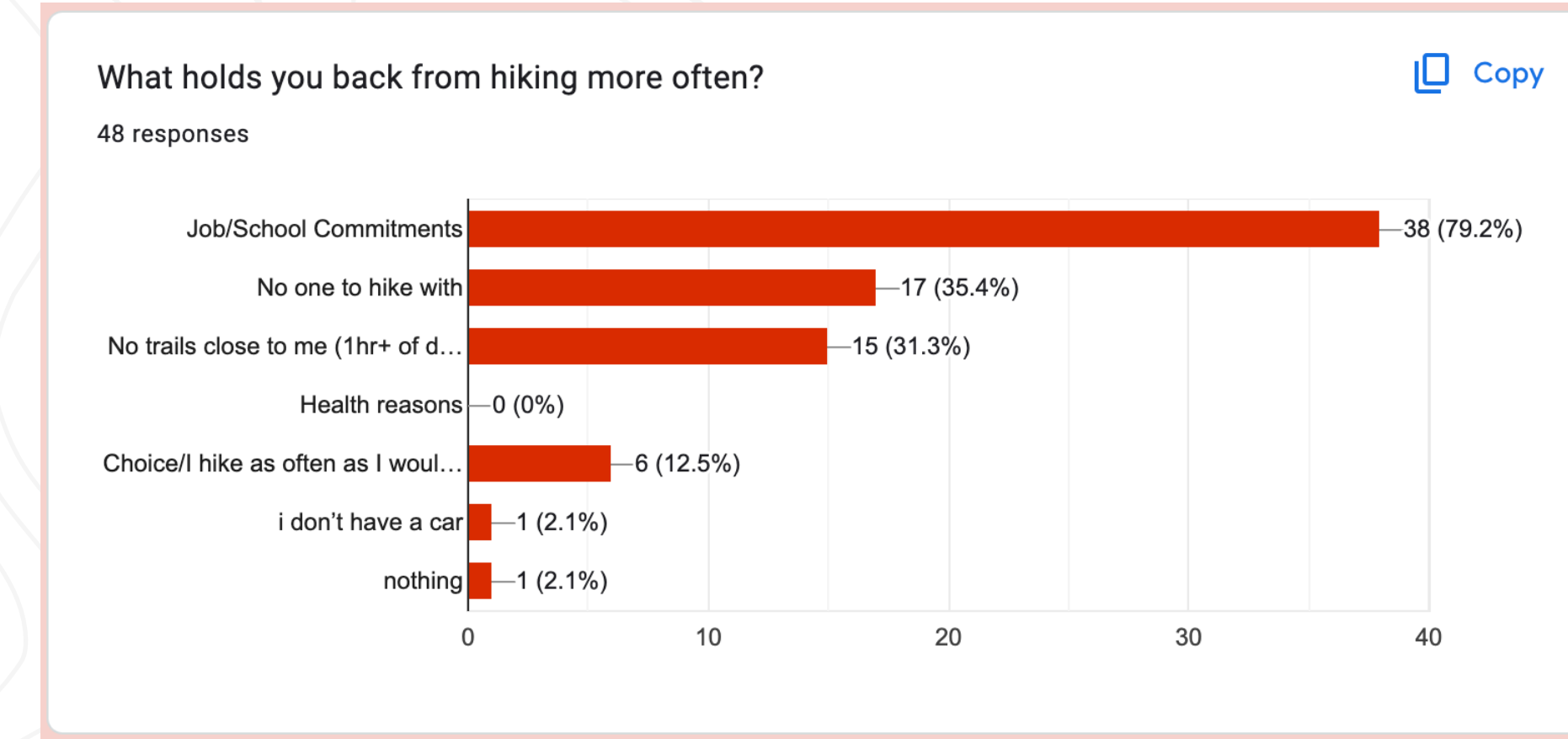
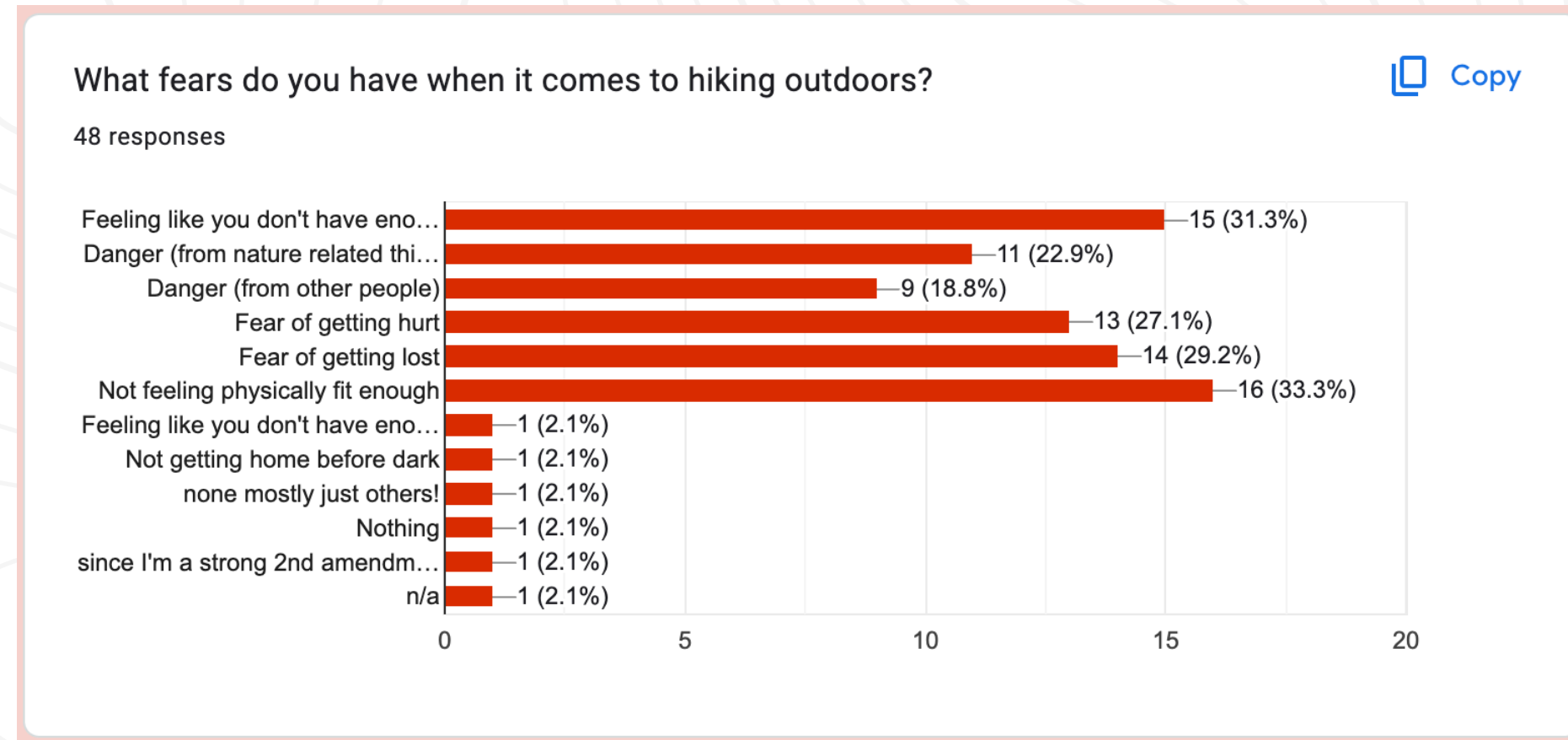
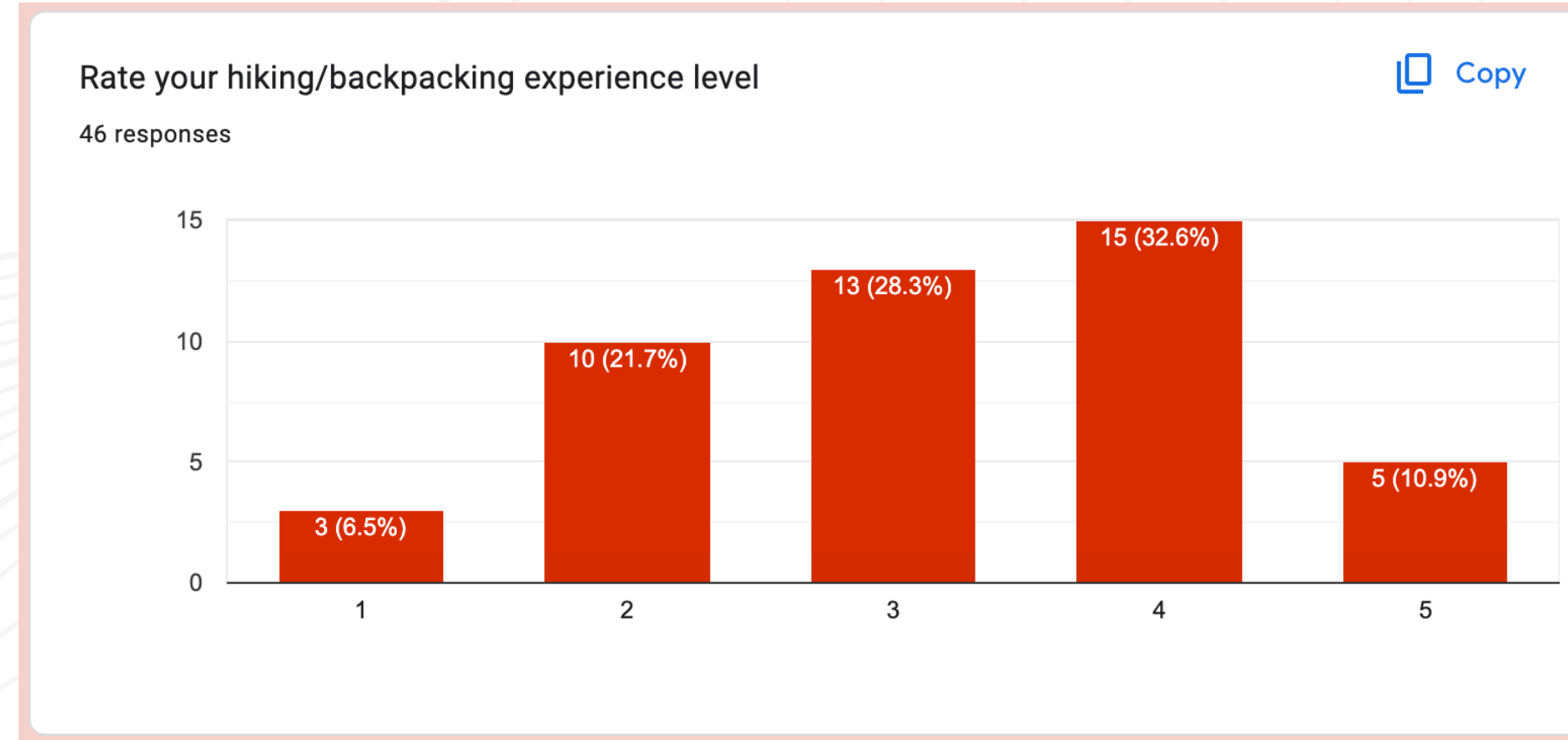


# Survey

## Results

The survey goal was to figure out the difference between a man's experience in the outdoors and a woman's experience in the outdoors. My overall goal was to figure out how to bridge this gap, and how to get more women into hiking and backpacking. I asked questions regarding their perceived experience, how often they hike and backpack, what holds them back from hiking more often, and how they would rate and improve their safety while hiking with a group and alone.

I included one open-ended question that asked, "What could help make your hiking experience safer? How could your experience be improved overall?" This question helped me the most overall as I was able to really look into my participant's hiking experience.







# Secondary Research



# Article Review

## The Gender Gap

One of the main topics that I looked into while researching was the gender gap between men and women.

I found that the gender gap in the outdoors has not changed in 8 years according to the Outdoor Industry Association.

An interesting quote I found was, "Females have represented just **46 percent of outdoor participants**, even though **51 percent of Americans were female**." - Outdoor Industry Association

A second quote that contributes to this topic is, "The Women in the Hills research network revealed in 2020 only **35% of participants in general outdoor activities**, and 20% in mountain sports, are **female** (although we make up **51% of the population** in the UK)" - Women in the Hills (1800-2020).

Although there are more women in the overall population, that is not reflected in the outdoor community.

## Interactions

A second topic that I looked into while researching was how women have been treated in the outdoors.

The Love Her Wild 2021 survey (which 453 women completed) revealed that 62% had been treated differently in the outdoors because of their gender.

Outside Magazine held a survey (which over 4,000 of their readers filled out in 2018) that came back saying 70% of women had been harassed in the outdoors.

Along with this, I found an article that pulled specific instances of women being discriminated against in online hiking group chats and forums.

**Although these examples are from online, they are still important as this discriminatory behavior can and does transfer from online to in-person. This discriminatory behavior online can also prevent women from trying to join the outdoor community in person.**





# Popular Media Scan

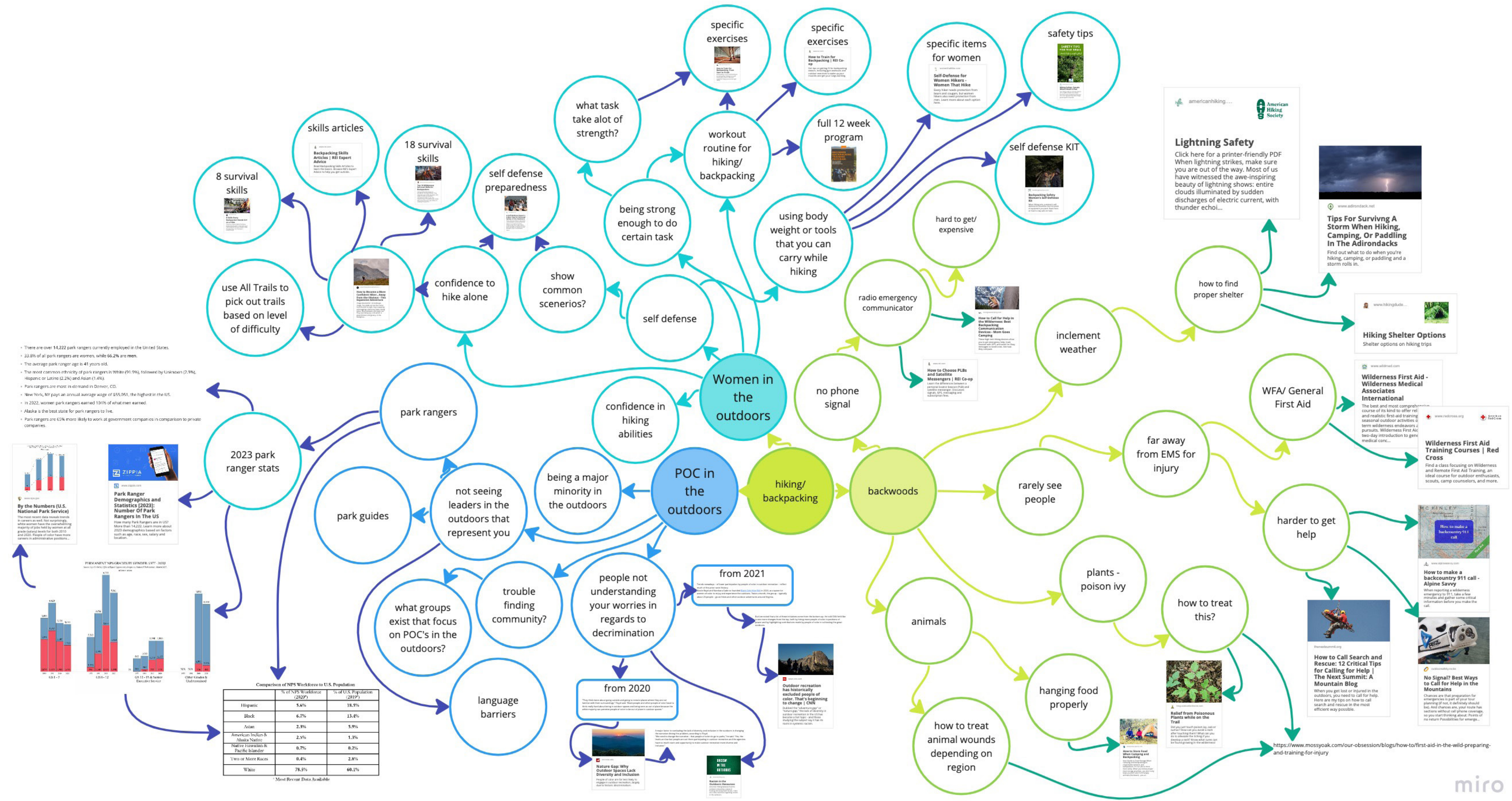
My popular media scan consisted of me merging ideas together and finding related articles. Some of the main topics found were:

- Things to do in order to help gain confidence while hiking
- Park Ranger statistics in regards to race and gender
- Racism and how it has affected the outdoor community
- Strength Training programs to help with fitness specifically for hiking and backpacking
- How to call for help/ways to call for help while in the backwoods

While looking through these topics and articles, I found some of the top tips for preparing for a safe trip include:

- Planning the hike, have a map & compass to guide you, and an emergency plan.
- Know how long it will take to walk your chosen trail.
- Find a safe campsite before heading out.
- Brings a cell phone and backup solar charger.
- Takes their hike during daylight hours and in good weather.
- Tell someone about your plans before you go out

These findings helped inform what my next touchpoints should be and what information to include.







**Analysis**

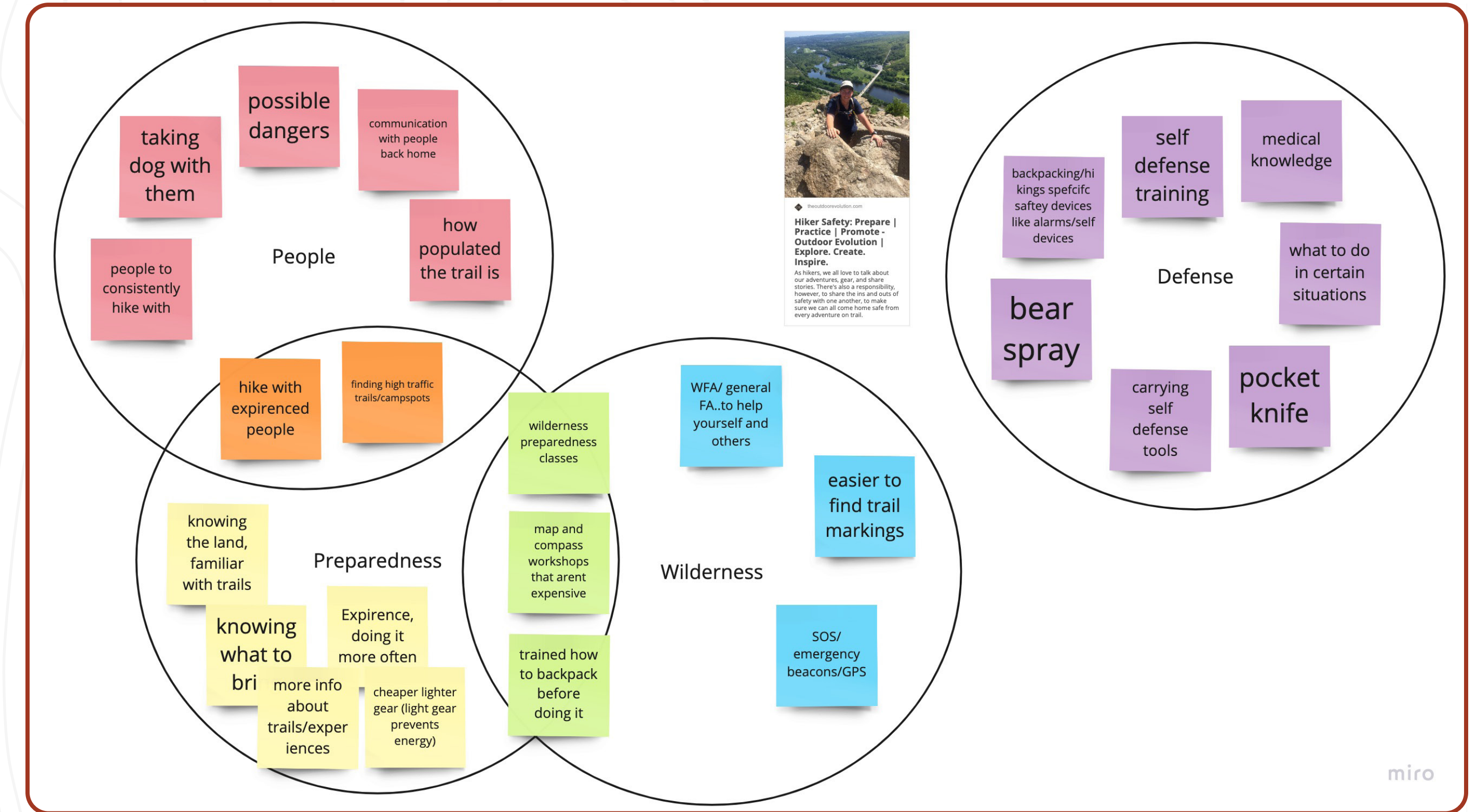


# Survey Data

To analyze the survey data I first organized everything into what responses were from women and which responses were from men. I then looked into each category and started comparing responses between men and women.

I analyzed the written response separately from the multiple-choice answers. For the written response question I read through each response and noted which responses were similar so that I could pull out key themes/ ideas. From those key ideas, I bucketed them into four main themes: people, preparedness, wilderness, and defense.

Rate your hiking/backpacking experience level	How many friends/family do you have that HIKE	How many friends/family	What fears do you have when it comes to hiking outdoors?
	1-3	1-3	Feeling like you don't have enough experience, Fear of getting lost
	10+	5-10	Fear of getting hurt
1	1-3	I don't backpack and don't hike with experienced people	Danger (from nature related things such as animals), Fear of getting lost
3	7-10	1-3	Danger (from nature related things such as animals), Not feeling physically fit enough
3	10+	7-10	Fear of getting lost, Not feeling physically fit enough
4	10+	4-6	Not feeling physically fit enough
2	I am the only one that hikes	I am the only one that backpacks	Danger (from other people), Fear of getting hurt
2	4-6	7-10	Feeling like you don't have enough experience
1	7-10	1-3	Danger (from nature related things such as animals), Danger (from other people)
3	1-3	1-3	Fear of getting hurt
5	4-6	1-3	Danger (from nature related things such as animals), Danger (from other people)
5	10+	7-10	Feeling like you don't have enough experience, Fear of getting lost
4	10+	4-6	Danger (from other people), Fear of getting lost, Not feeling physically fit enough
2	1-3	I don't backpack and don't hike with experienced people	Feeling like you don't have enough experience, Danger (from other people)
3	1-3	I don't backpack and don't hike with experienced people	Not getting home before dark
3	1-3	1-3	Feeling like you don't have enough experience, Not feeling physically fit enough
3	4-6	1-3	Feeling like you don't have enough experience, Not feeling physically fit enough
4	4-6	4-6	Fear of getting lost
2	1-3	I don't backpack and don't hike with experienced people	Feeling like you don't have enough experience
2	I am the only one that hikes	I don't backpack and don't hike with experienced people	Not feeling physically fit enough
4	7-10	7-10	Fear of getting lost
4	1-3	I don't backpack and don't hike with experienced people	Danger (from nature related things such as animals), Danger (from other people)
4	10+	7-10	Danger (from other people)





# Survey Analysis

## Expirence vs Confidence

70% of women rated their level of experience and level of confidence as the same on a 1-5 scale.

**25% of women rated their confidence higher than their experience level.**

47% of men rated their level of experience and level of confidence the same on a 1-5 scale.

**53% of men rated their confidence higher than their experience level.**

## Fears

Overall, women had a fairly even spread across 6 fears:

Not enough experience - 20%

Danger from nature-related things such as animals - 16%

Danger from other people - 14%

Fear of getting hurt - 14%

Fear of getting lost - 18%

Feeling as if they are not fit enough - 16%

Men had a fairly even spread except for 2 categories:

Not enough experience - 20%

Danger from nature-related things such as animals - 13%

**Danger from other people - 6%**

Fear of getting hurt - 16%

Fear of getting lost - 16%

Feeling as if they are not fit enough - 20%

**None - 6%**

## What if other people were not a danger?

I asked the survey participants

“How much more often would you hike if safety from other people was not a concern”

The scale was from 1-5 with 1 being that safety from other people does not affect them and 5 being they would hike much more often.

33% of women said other people did not affect their hiking frequency.

**67% of women said they would hike more often, with 29% of women noting a 5.**

68% of men said other people did not affect their hiking frequency.

**32% of men said they would hike more often, with 9% noting a 5.**

## Insights

**Overall women have more fears than men when it comes to hiking outdoors.**

in my survey, on average women chose 2.15 fears while men chose 1.57 fears.

**Overall, women have a much greater fear of other people and it affects their hiking frequency greatly**

29% of women said they would hike much more often

I later asked survey participants what could help make them more confident in the outdoors.

- **44% of women said a hiking buddy would help**
- **27% of women said knowing self-defense would help**
- **24% said knowing Wilderness First Aid would help**



## Design Principles

These principles are based on the results of the three research methods I conducted. These principles embody the brand and will help guide the tone of anything created by Intrepid.

### Empowering

- Giving confidence to minorities and marginalized groups to hike alone outdoors
- Giving minorities the tools and resources to feel safe while alone in the outdoors

### Inclusive

- The coalition should be inclusive to everyone and make everyone feel accepted

### Informative

- Informing everyone about the dangers marginalized groups face while alone in the outdoors
- Informing people of resources they can use to feel safe

### Empathetic

- Create empathy and understanding between marginalized people and white, cis, het men about the dangers marginalized people face

### Collaborative

- Making an environment where participants can give feedback to the Coalition to continuously help the organization improve as times change to better help everyone.

### Community Oriented

- Creating a supportive environment where participants can help each other and find others to explore the outdoors with.

## Persona

The persona I created could be applied to any hiker who identifies as a woman. After reviewing my research, I gathered the most common goals and frustrations women have while hiking and backpacking.



### Recreational Hiker/Backpacker Women

#### Goals

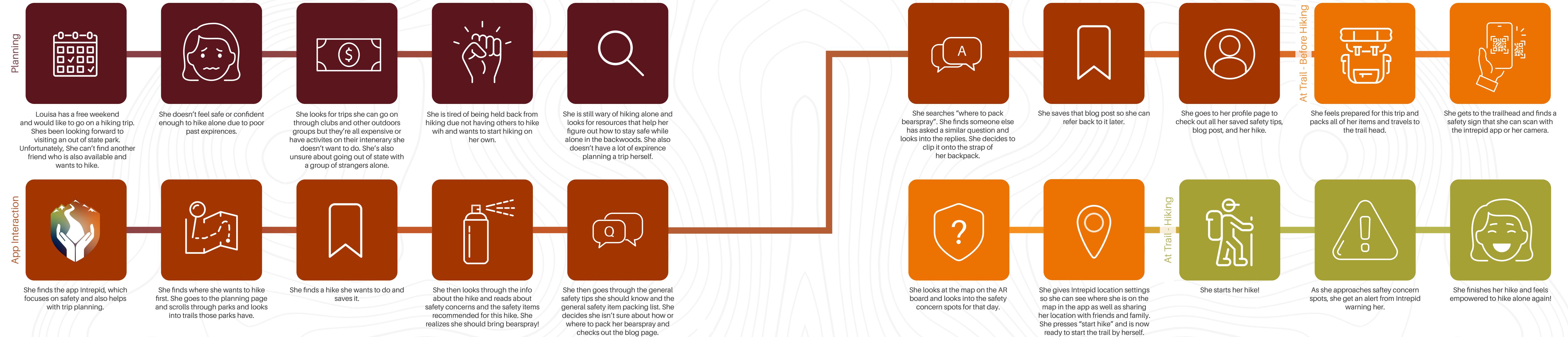
- To feel confident enough to backpack by herself
- To find other people to hike with that she trust
- To be able to plan a hiking trip by herself
- To feel confident enough in her hiking abilities to help herself and aid others when they're in dangerous situations

#### Frustrations

- Has had scary past experiences while alone in the city and is wary of hiking in the backwoods alone because of that
- Wants to hike with people, but does not want to hike with a random group of people she doesn't trust
- Is unable to hike as often as she would like since planning a trip with another person takes a lot of time
- Feels like she relies on others to plan trips and is unsure how to properly plan one herself. Especially when going out of state.



# Journey Map







## Concept & Context

### Brand Identity

- Type
- Mark
- Color Palette
- Pattern & Line Art

### Design Solution

- UI/UX App
- Wayfinding
- Brochure
- Social Media
- Promotional Materials



The background is a solid orange color with a pattern of thin, white, wavy lines that create a sense of movement and depth. There are several distinct circular or oval shapes, some of which are concentric, scattered across the field. The overall effect is organic and textured.

**Brand Identity**



## Brand Name

# Intrepid

in-trep-id

\in-TREP-id\ adjective.

characterized by resolute fearlessness, fortitude, and endurance

Coalition: an alliance for combined action

**“Your Hike, Your Confidence”**

## Design Direction & Brand Strategy

This brand is meant to spark confidence, independence, and inclusiveness for its audience. The use of strong imagery, a bold tone of voice, and fun patterns help Intrepid reach this goal.





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## Primary Typeface

To be used in Headers & Subheads

**Gyst Variable Medium**

**Gyst Variable Bold**

*Gyst Variable Medium Italic*

**Main Typeface Font Style: Gyst Variable Medium**

**ABCDEFGHIJKLM**

**abcdefghijklm**

**1234567890**

**NOPQRSTUVWXYZ**

**nopqrstuvwxyz**

I chose these typefaces due to the contrast they have between weights and variability in the stroke width of the letters.

Gyst Variable has an outdoorsy character to it as it looks like it could be carved into an old wayfinding sign. At medium weight, the typeface's varying stroke widths make it bold, strong, and trustworthy.

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## Secondary Typeface

To be used in Subheads & Body Copy

**Aileron Regular**

**ABCDEFGHIJKLMN OPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxy z**

**1234567890**

Aileron Thin

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy z

1234567890


Aileron Regular and Thin have a sophisticated feel to it. The typeface's consistent stroke width and roundness give the type a friendly, trustworthy appearance that compliments Gyst Variable.





# Color Palette

I wanted to create a color palette that reminded my audience of the outdoors, while also being fun, bright, and inviting.


## Primary


 **Assertive Red**  
R: 162  
G: 53  
B: 0

 **Warm Brown**  
R: 91  
G: 21  
B: 28


 **Bold Blue**  
R: 5  
G: 55  
B: 92


## Secondary

 **Sunset Orange**  
R: 236  
G: 115  
B: 1

 **Grass Green**  
R: 165  
G: 161  
B: 52

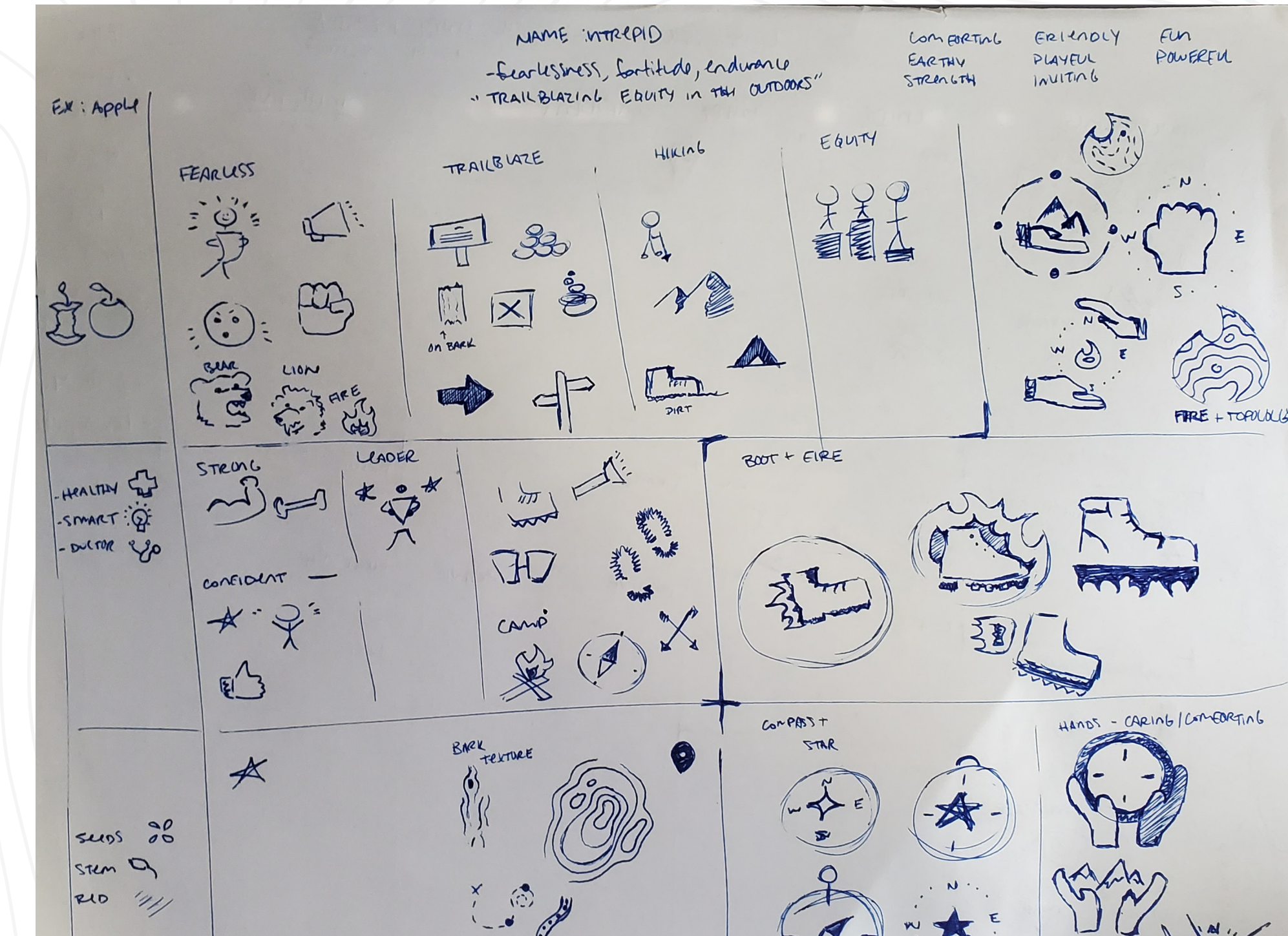
## Neutrals

 **Dirt Brown**  
R: 66  
G: 33  
B: 11

 **Dry Brown**  
R: 117  
G: 76  
B: 36

# Mark Exploration

I wanted to create a mark that was comforting, strong, friendly, and earthy. I started by drawing symbols that represented these values and other related words.





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## Primary Mark

My final mark contains hands to communicate the caring nature of Intrepid. The shield outline communicates strength, safety, and protection. The mountains and rivers communicate the outdoorsy nature of the brand. Lastly, the gradient background gives the brand a modern feel while still being playful and inviting.



**Intrepid**  
Hiking Coalition

**Intrepid**  
Hiking Coalition

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## Secondary Logo

The secondary logo contains the primary brand colors and a gradient fill. The logo embodies the outdoorsy feel of the brand with a sunset-reminiscent gradient fill.

**Intrepid**  
Hiking Coalition

**Intrepid**  
Hiking Coalition

**Intrepid**  
Hiking Coalition



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## Submark



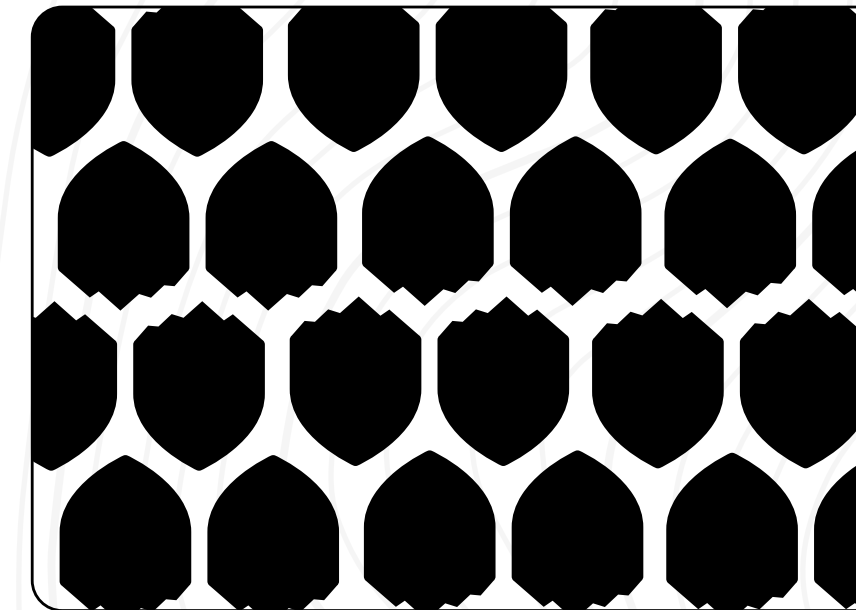
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## Pattern & Line Art

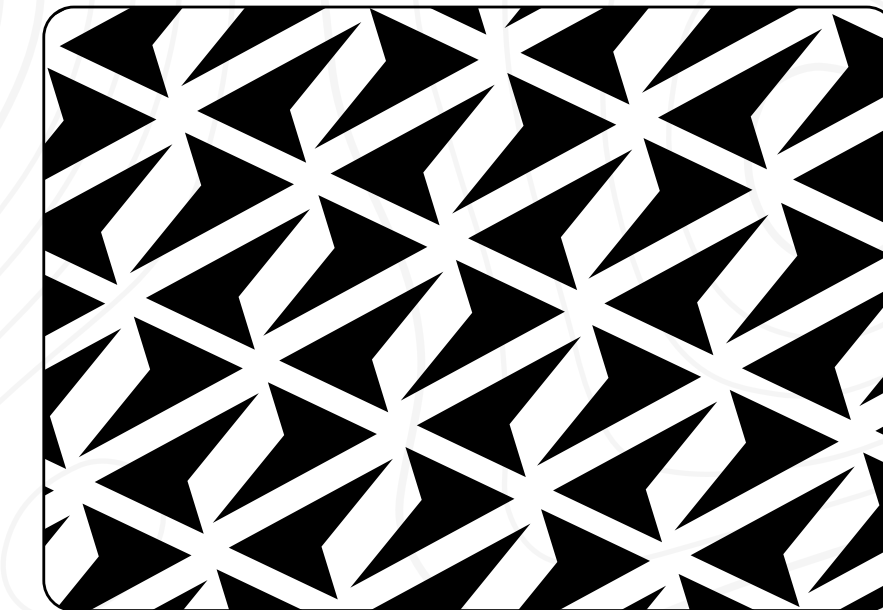
Pattern: For adding supplemental graphic elements to a space.

Line Art: For subtly activating an empty space. Must be paired with type or imagery.

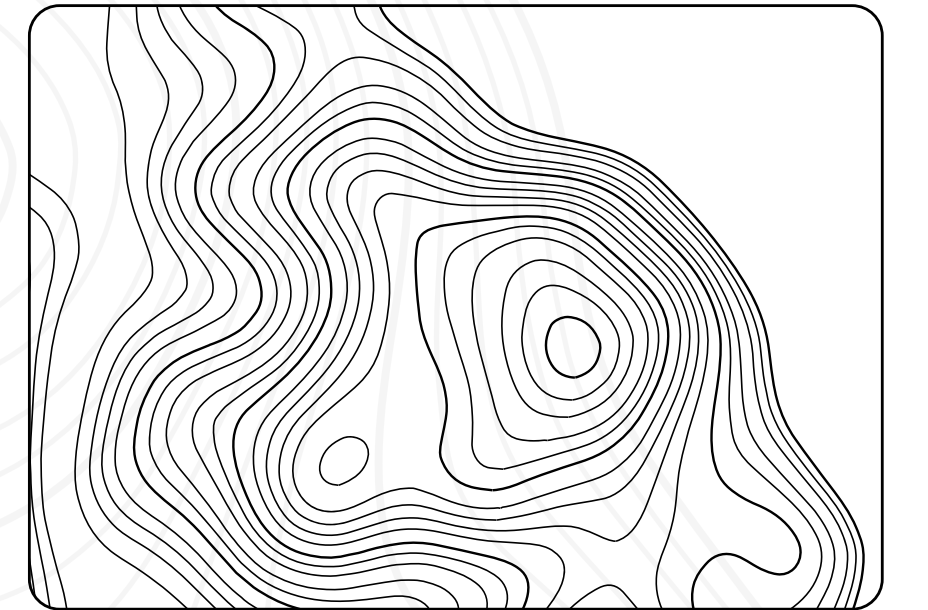
Shield



Mountain Top Highlight



Topographic Map



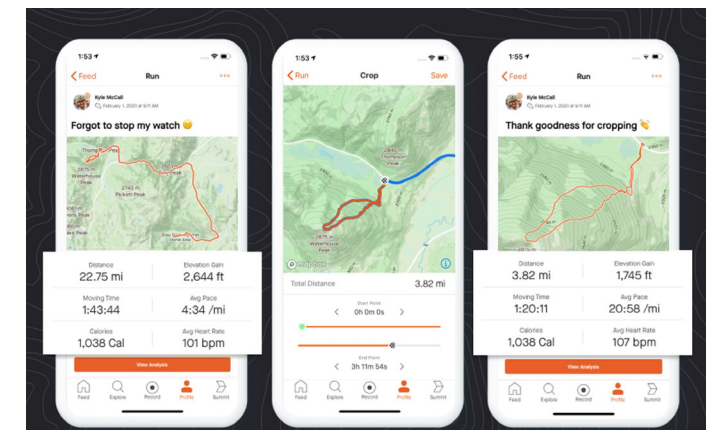


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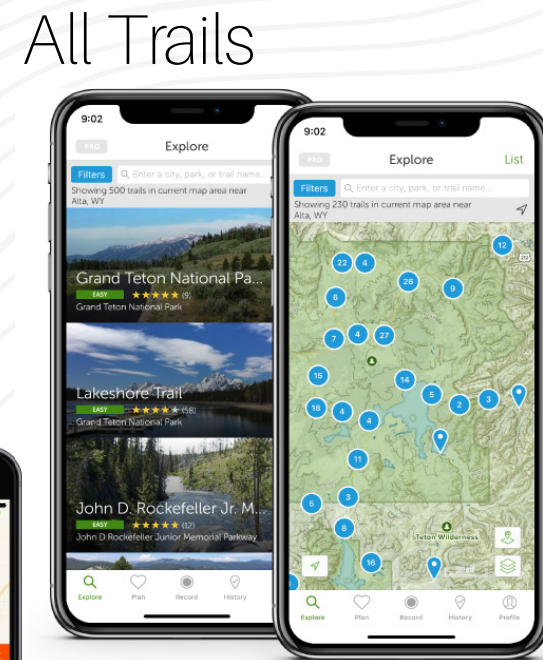
**Design Solution**



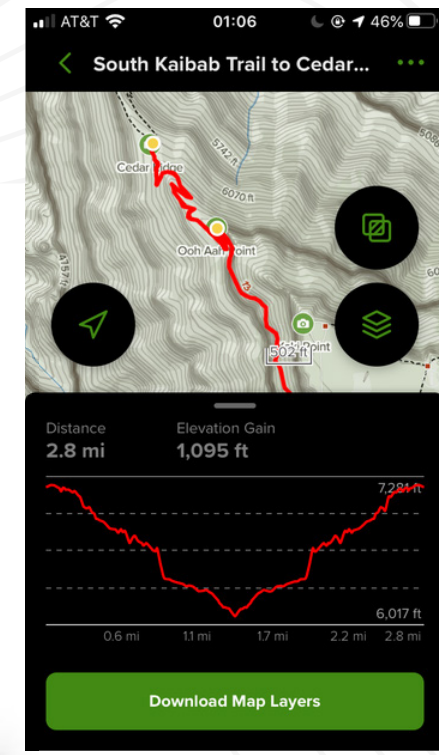
# Design Inspiration



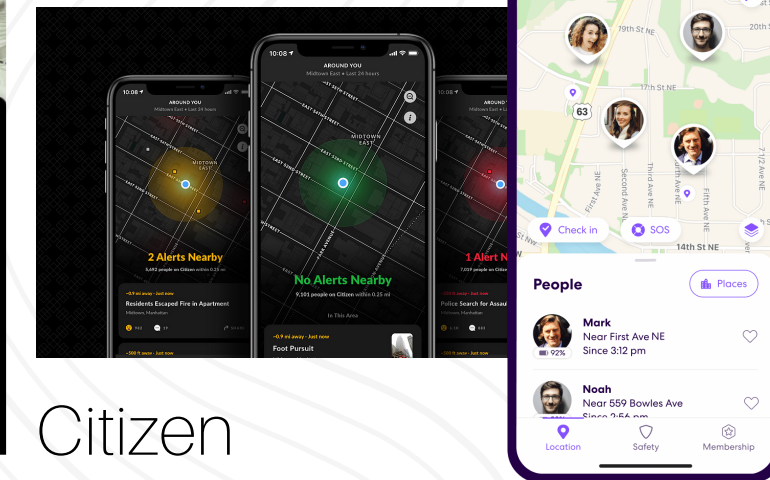
Strava



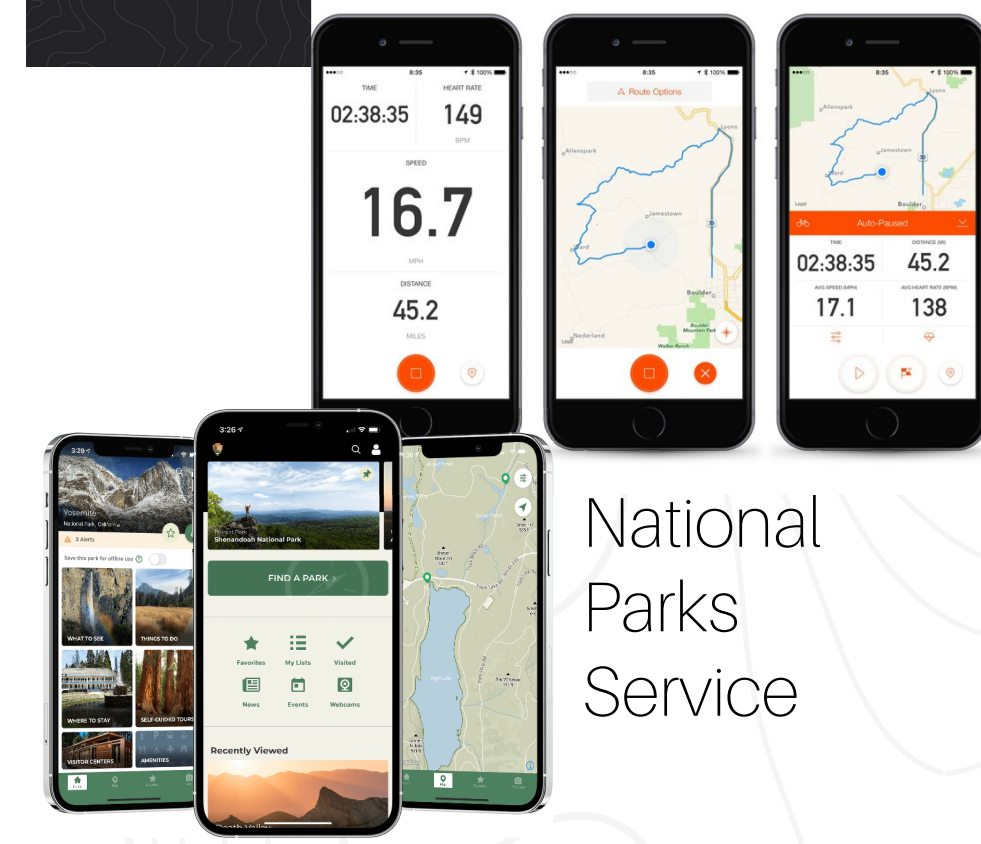
All Trails



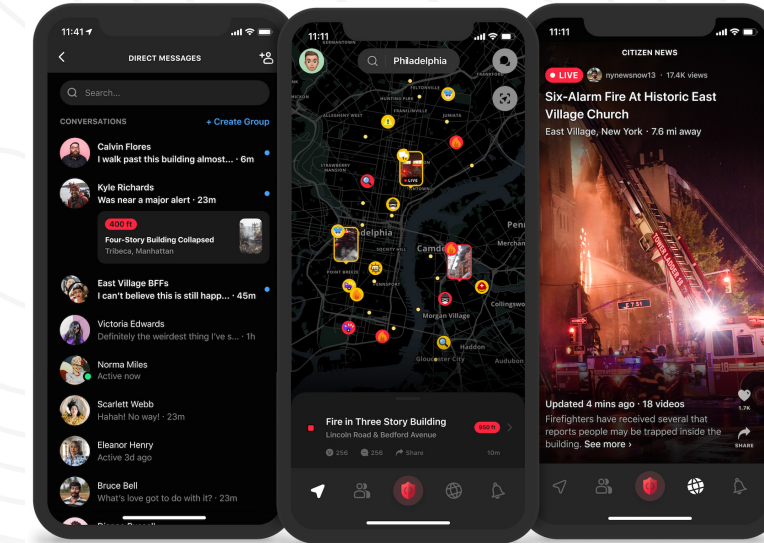
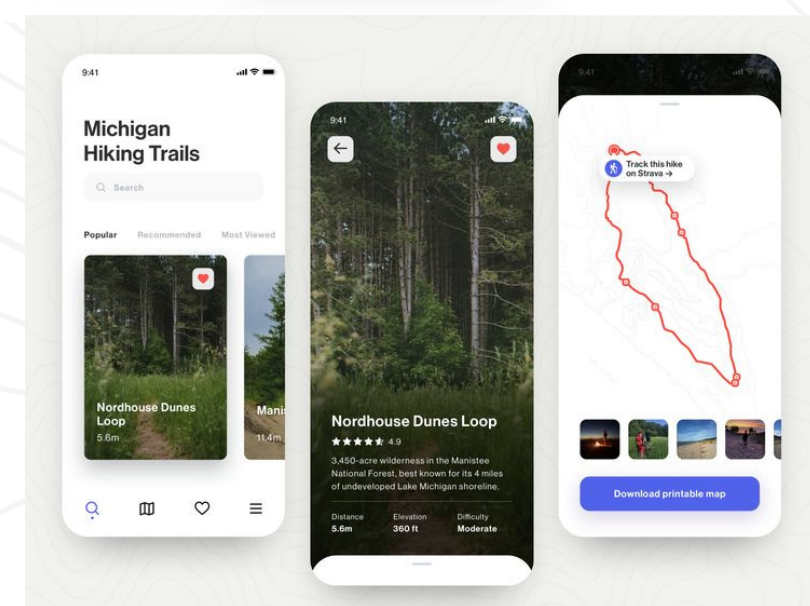
Life 360



Citizen

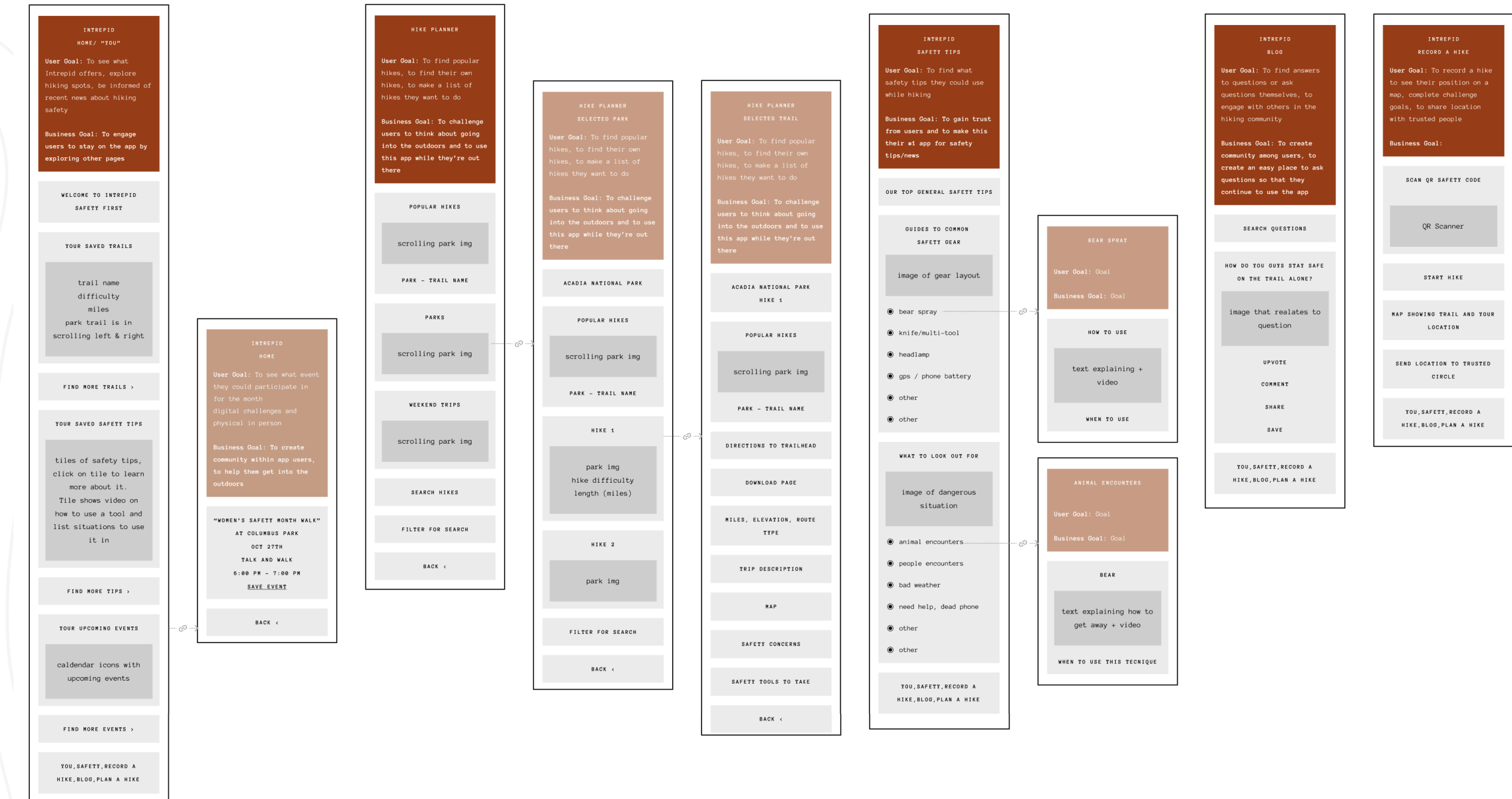


National Parks Service



# Priority Guide

I started with a priority guide to help me focus on the content layout of each wireframe without starting the design. This method helped me iterate quickly in order to get a more intuitive, seamless layout.





# Lo-fi Wireframes

After completing the priority guide, I started lo-fi wireframes in order to help me quickly iterate and visualize what the content would look like on each screen.





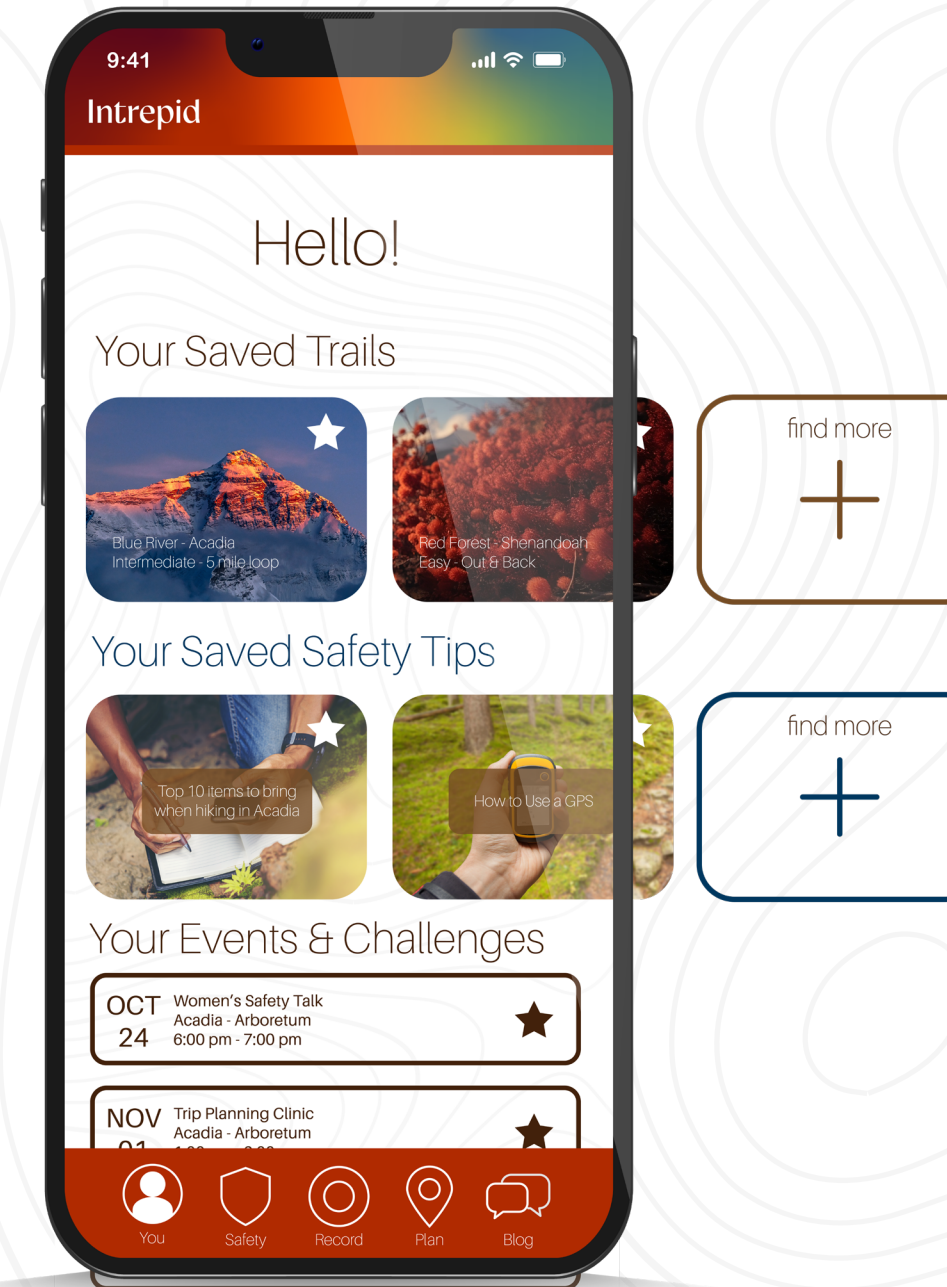
# Final Wireframes

App Icon & Loading Screen



## Home

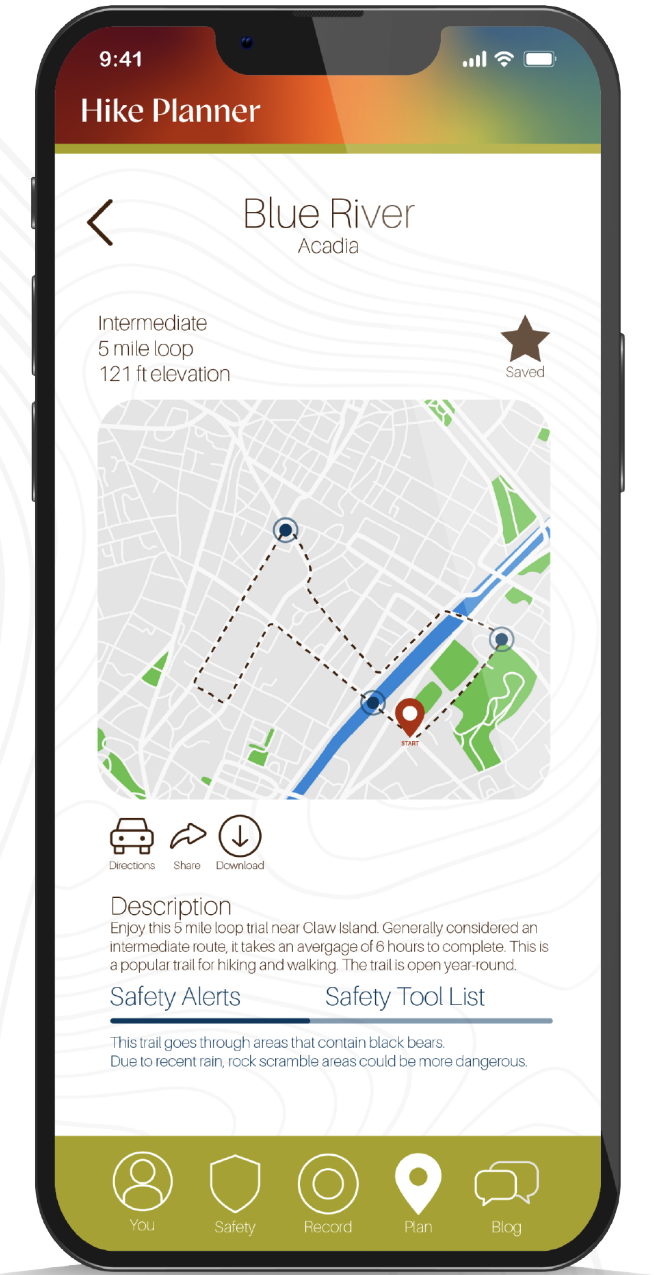
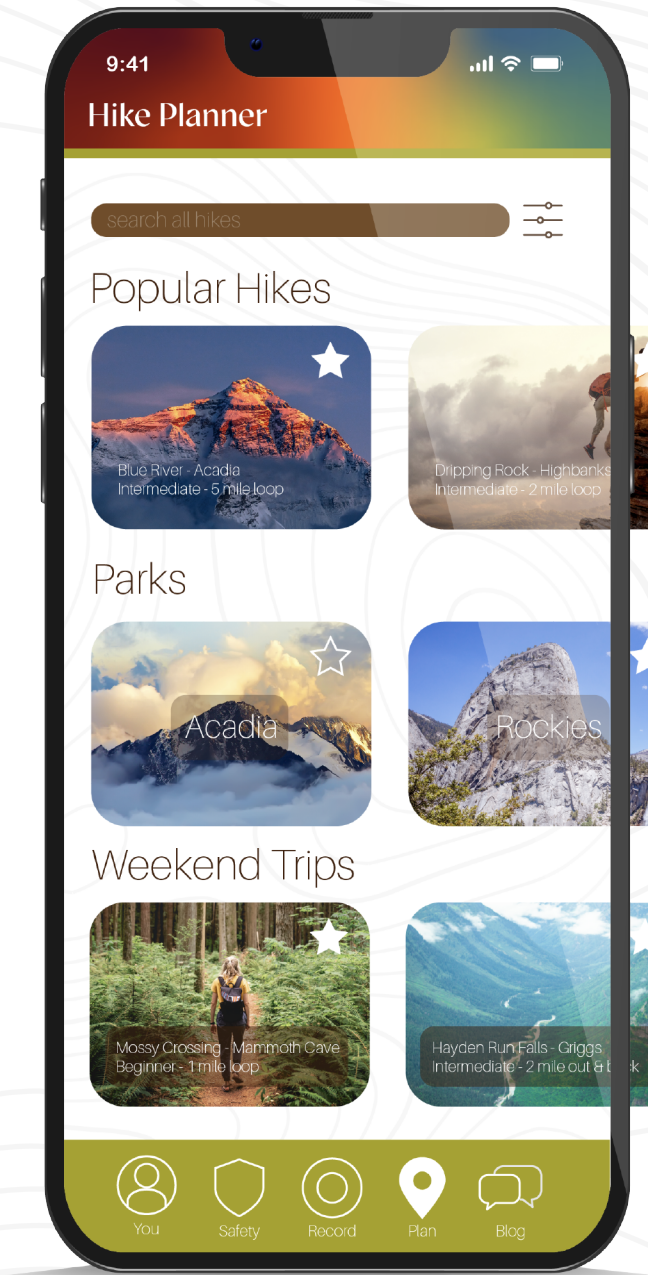
Shows any saved trails, safety tips, and events



Add More Events & Challenges

## Hike Planner

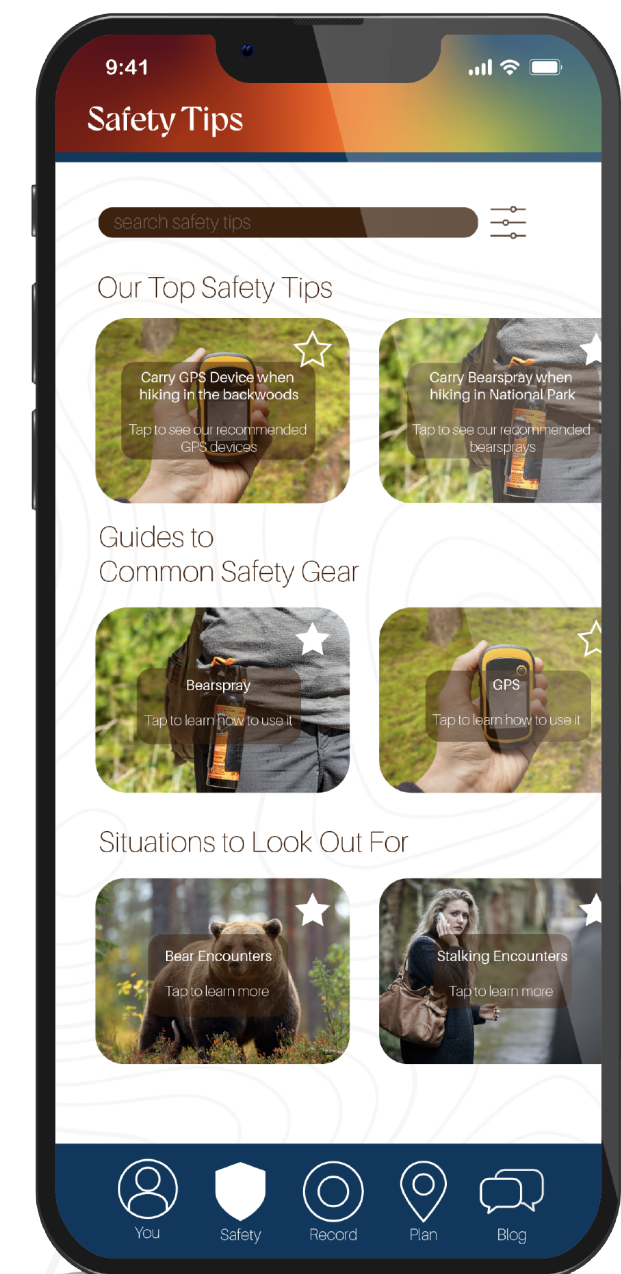
Initially shows various hikes you could take. Once a hike tile is tapped, more information about the hike is shown including safety tips and tricks for that trail.





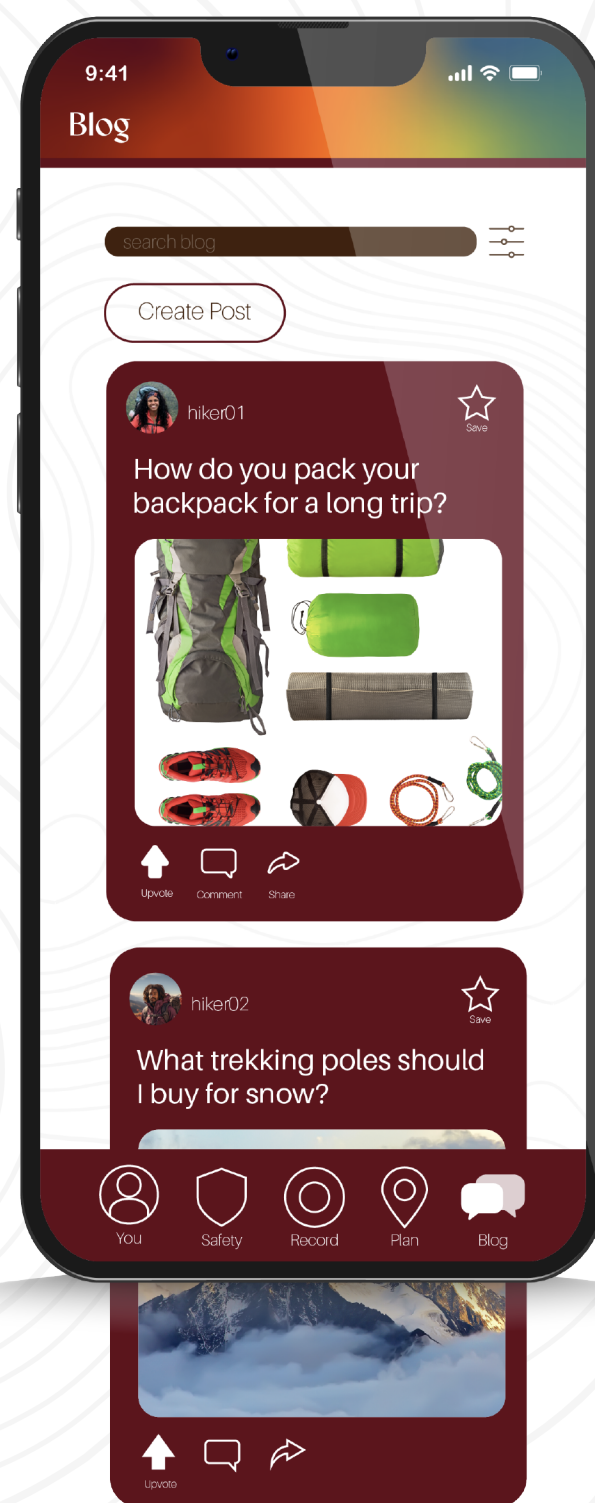
## Safety

This screen shows hiking safety tips and tricks. Once a safety tile is tapped, more information about how to use the safety item is shown. This includes a how-to video, a description of how to use it, and an explanation of when to use it.



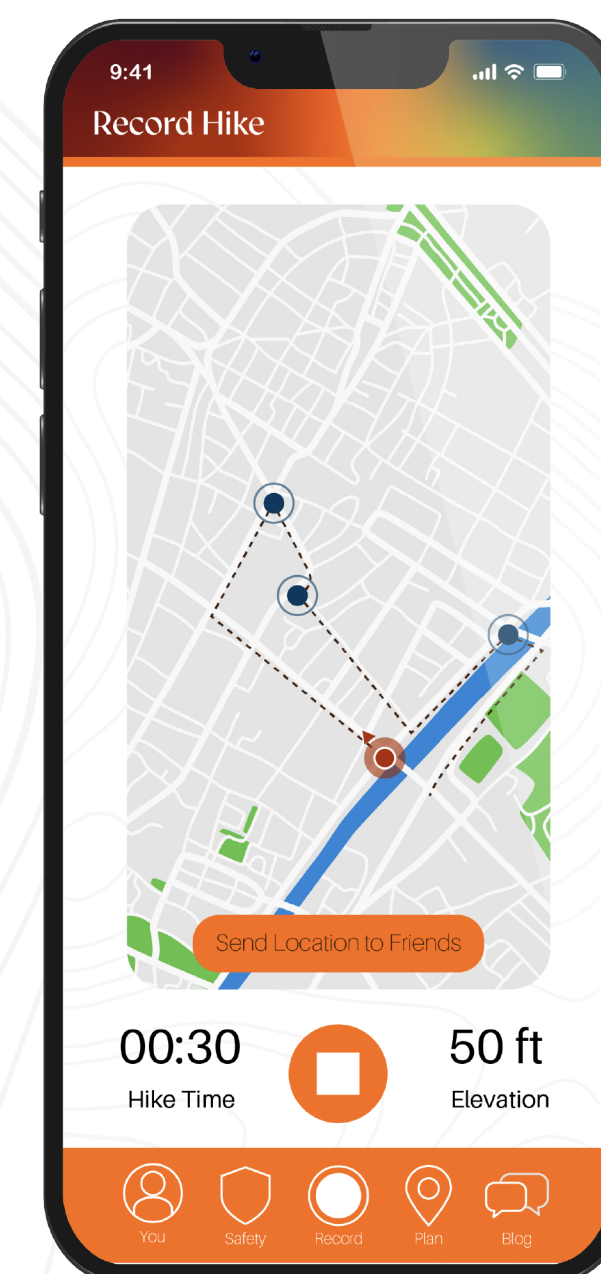
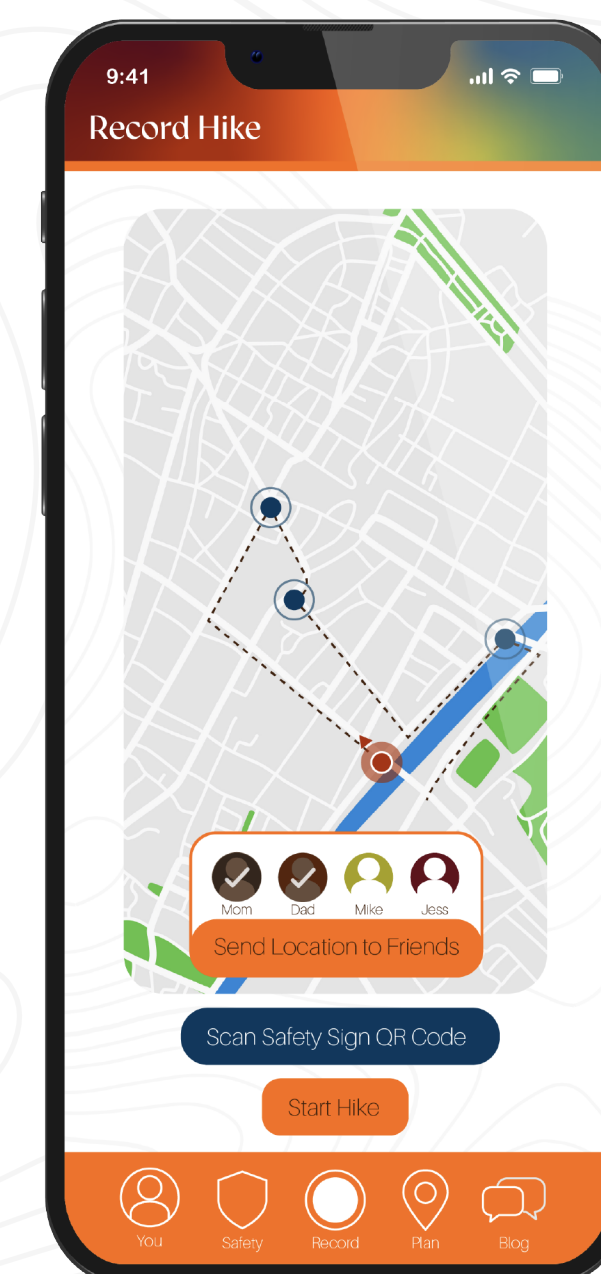
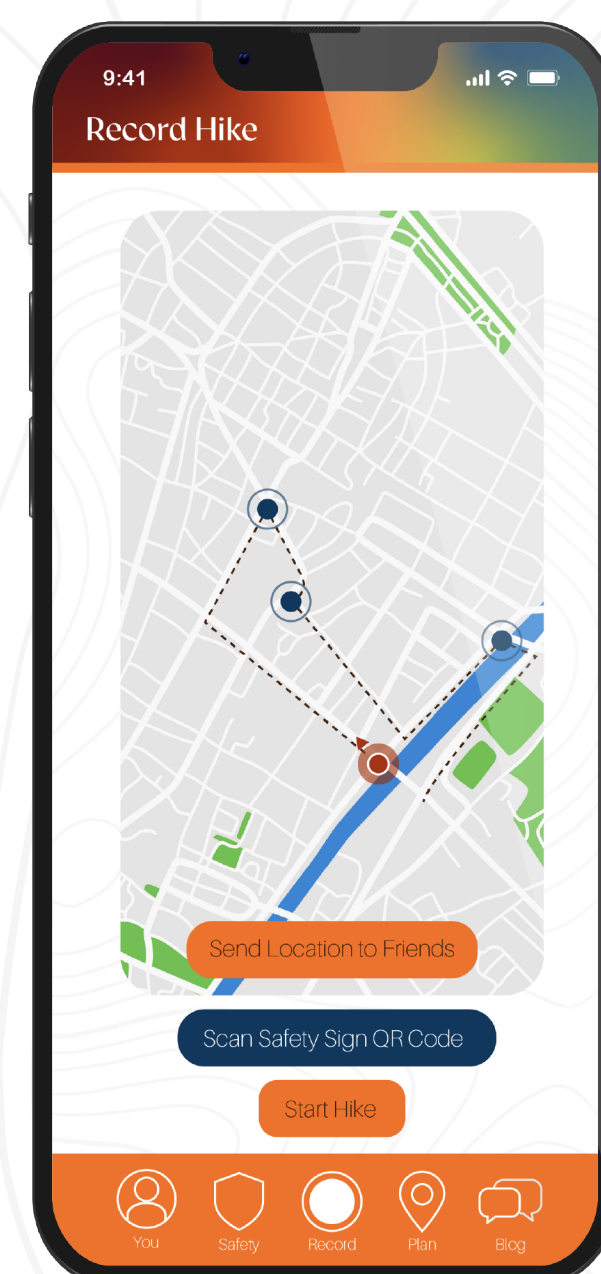
## Blog

If you haven't found the information you were looking for you can visit the blog tab to find other hiker's questions or ask your own.



## Record Hike

Once you arrive at the trail you can send your location to friends as an added safety measure. You can then scan the safety sign located at the trailhead for any updates on the trail's safety. After this is complete, tap "Start Hike" to record your hike and track your trail progress. Once you approach a safety concern area (noted as blue beacons on the trail map), you'll receive an alert letting you know about the concern ahead.





# Wayfinding Safety Sign

## Trail Sign & AR Interactive Map

The trail safety sign will be located at the trailhead. Once the trail sign is located you can scan the sign to see that day's safety concerns on an AR Interactive Map. You can tap on the safety concern beacons on the map to see more information. You can also swipe on the General Tips and Safety Area Info for more information.





# Brochure

## Mockup

This brochure will be located at each Safety Sign so that users without signal can still have a copy of the safety concerns for the trail.



## Inside Brochure

The inside shows you who Intrepid is as well as the safety concerns for your trail. This is to help you get familiar with Intrepid's mission and to encourage you to join the Intrepid community.





### Outside Brochure

The outside shows you how to find Intrepid on social media and in the App Store. You can also see the full Intrepid logo and the brand's tagline.

**Want to Learn More?**

Follow us on Instagram to find community events and hiking preparation workshops

 @Intrepid\_Coal

Download our app to get quick insight into how to prepare for your next adventure



We hope you feel empowered after joining our community. So go, and explore the outdoors.

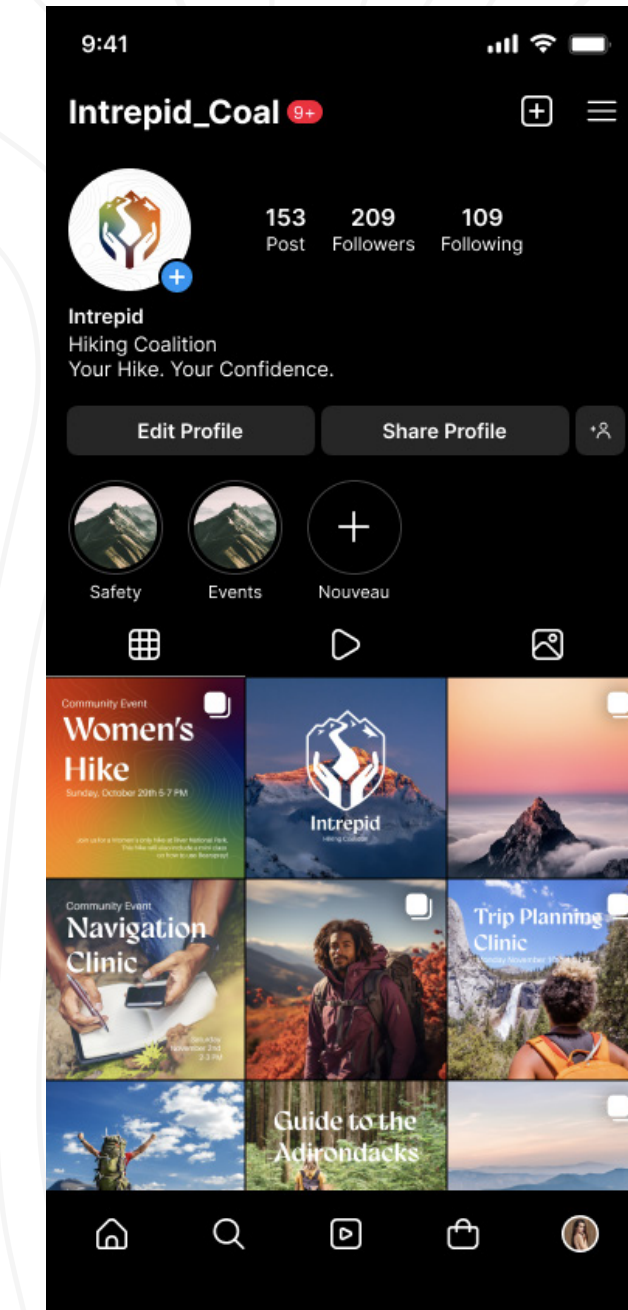
  
**Intrepid**  
Hiking Coalition

**Your Hike.  
Your Confidence.**



## Social Media

Social Media Events and Clinics help Intrepid members find community and learn important safety skills.





## Promotional Materials

Promotional materials help spread Intrepid's message to others in the outdoors community. Proper safety items are also available to help our members easily prepare for their next trip. These items can be found on our online shop on Instagram.







## Video & Animation

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Brand Video  
Storyboard  
Video Skills

---

Animation  
Mark Animation

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References





**Brand Video**



# Video Script

I decided to take a promotional video route and knew I wanted to do a voice-over. Because of this, instead of creating a traditional story board for my video, I created a script.

## Intro

Have you ever felt	
Worried	clip of this / clip of quotes and and news articles ontop of video...messages from research
Concerned	clip of this
Or Cautious of hiking alone in the outdoors	clip of this
Are you unsure how to plan a hiking trip yourself or how you should prepare?	Clip
*Are you tired of being held back from hiking more because of these feeling?	clip*

## Brand

Your not alone	inspirational video
Welcome to Intrepid	Brandmark introduction from slide 1
A Hiking Coalition founded on Safety and Community to help you gain the confidence and knowledge you need to hike in the outdoors independently.	Real video of confident women hiker
We believe that everyone should have access to the outdoors and be able <b>too</b> confidently explore wherever they go..	
<b>App</b>	
The Intrepid app offers guidance for	
Trip Planning	Hike Plan Screen and Interactions
<b>Too</b> help you find hikes and learn about safety measures you should take before getting on the trail	Hike planning screen

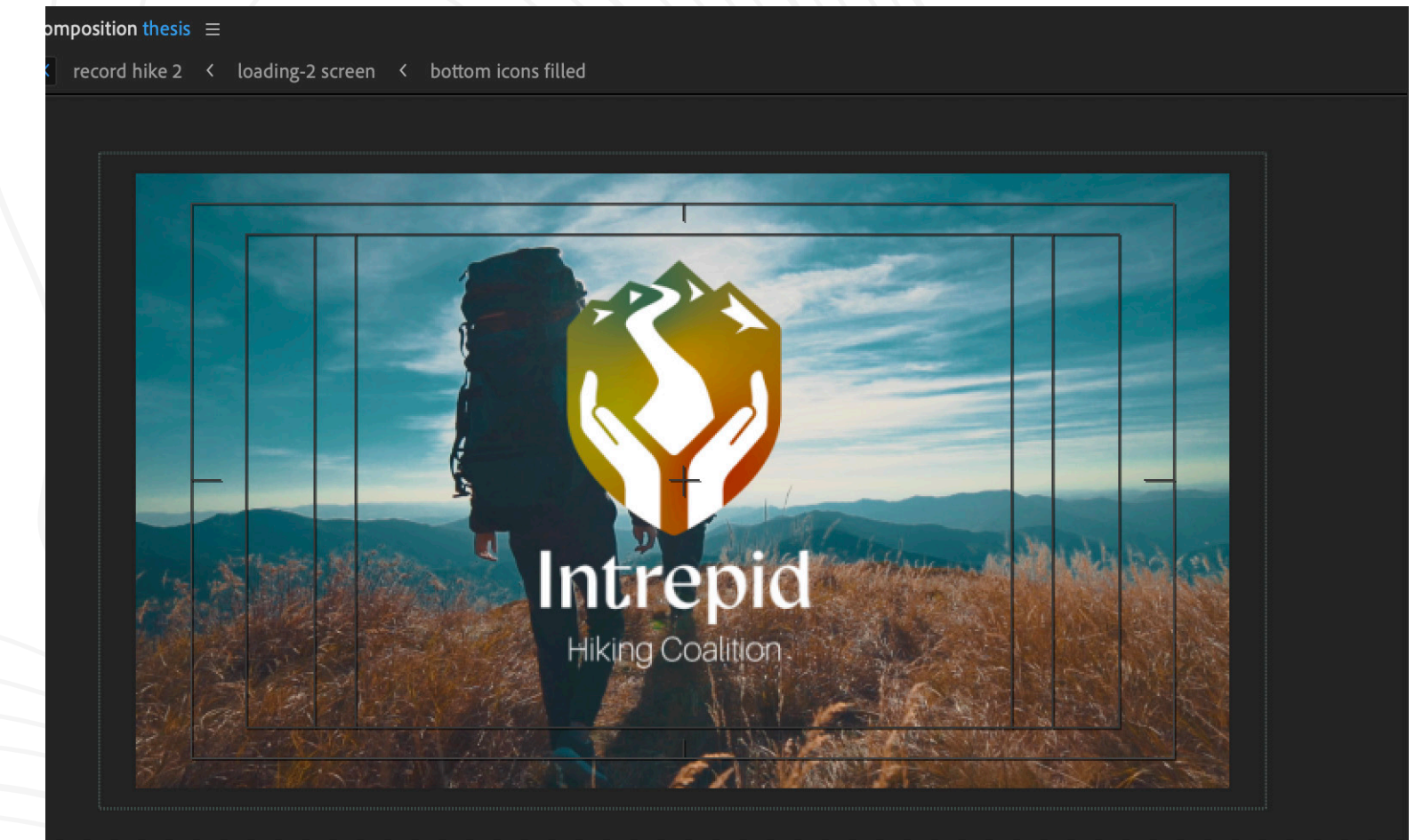
The app also offers information about safety tools and how <b>too</b> navigate scary experiences	
Not sure how to use bearspray? Tap the bearspray tile to <b>find a how-to</b> video along with a description of instances for when to use it	bearspray tab and interactions
Can't find the <b>answer</b> to a specific question on the app? Head to the blog tab where you can find other hiker's questions and <b>askk</b> your own!	Blog Tab
<b>Wayfinding Sign</b>	
After you feel prepared to go on your hike, you can head to the trail and find an Intrepid Safety Sign.	Show sign mock up
You can then scan the sign with the app or your camera to see that day's safety concerns for the trail	Tapping on sign to see safety concern areas.
<b>Record Hike in App</b>	
Ready to get started? Tap "Share my location" <b>too make sure</b> trusted friends and family can see where you are. After this tap "Record hike" <b>Too</b> track your trail progress!	Share location and record hike app interactions
<b>Instagram Page</b>	
Want <b>too</b> find others to hike with and get involved in the Intrepid Community? Head to our Instagram to find community events. These events are meant to help our members find community, learn and practice important safety measures, <b>and</b> collaborate with <b>other members</b> to help plan future events and trips.	Walk through the social media page and a specific post

<b>Outro</b>	
We hope you feel empowered and confident to hike alone after joining our community.	Inspirational vid
So go, and explore the outdoors.	Exploring clip
Your Hike. Your Confidence.	These words show, then intrepid logo. End

# Video Creation

My video creation consisted of:

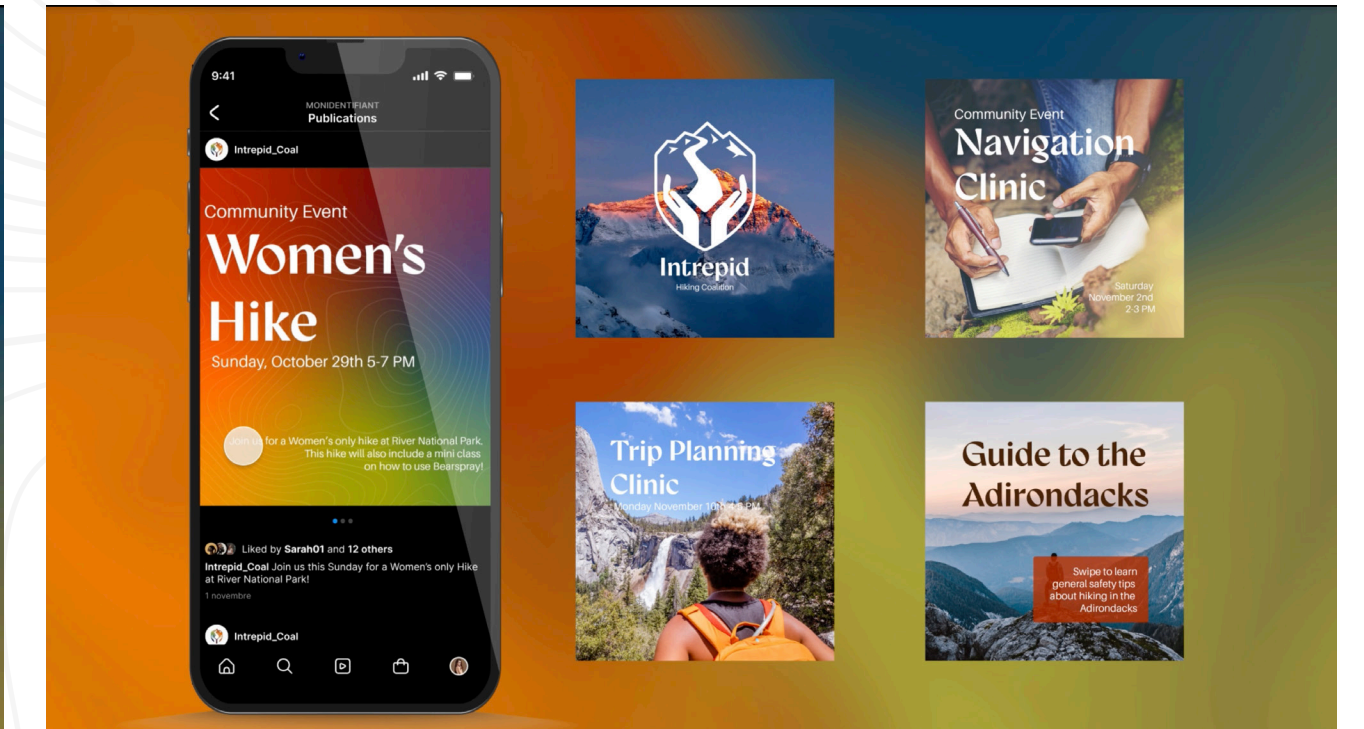
- Creating my audio recording on my Macbook. Then I prepared the audio for the video using Adobe Audition.
- I found video clips on Adobe Stock that matched my message and the visual language of the brand.
- Next, I animated each interaction of the app on Adobe After Effects.
- After that, I animated the Wayfinding Safety Sign on After Effects.
- I then created transitions between key points in my video.
- The Social Media screen recording and social media examples were then added.
- Finally, I put in background music and made sure everything flowed correctly and was synced.





# Video Stills

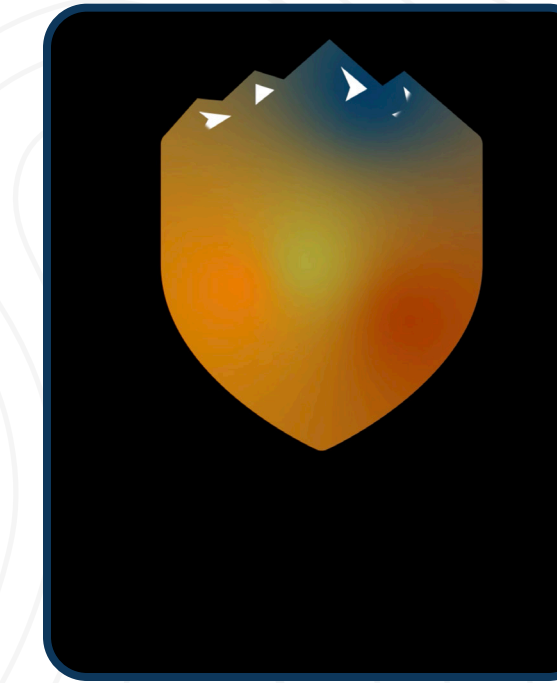
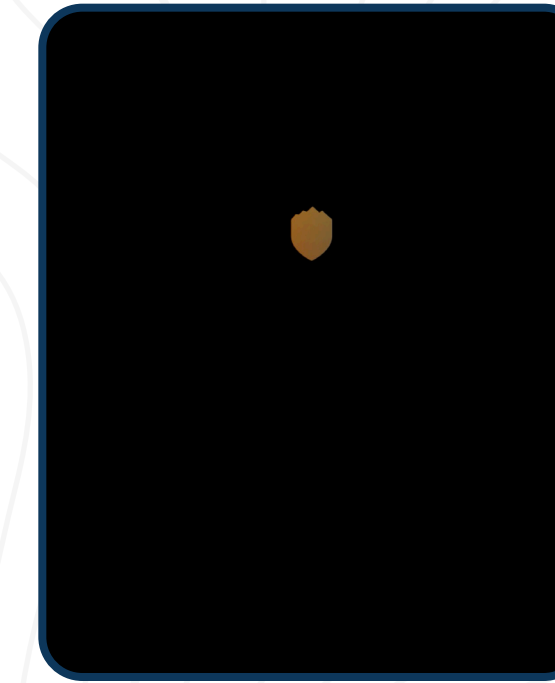
I was able to include all my key touch-points in order to communicate the purpose and mission of Intrepid. I carefully picked videos and images that reflected my design principles and my brand's visual language.





# Animation

## Mark Animation









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**All Stock Images & Video:** Adobe Stock

## Background Music:

"Epic by Mapa." Motionelements, [www.motionelements.com/stock-music-13954701-epic](http://www.motionelements.com/stock-music-13954701-epic). Accessed 12 Dec. 2023.





# Your Hike Your Confidence

Go and Explore the Outdoors