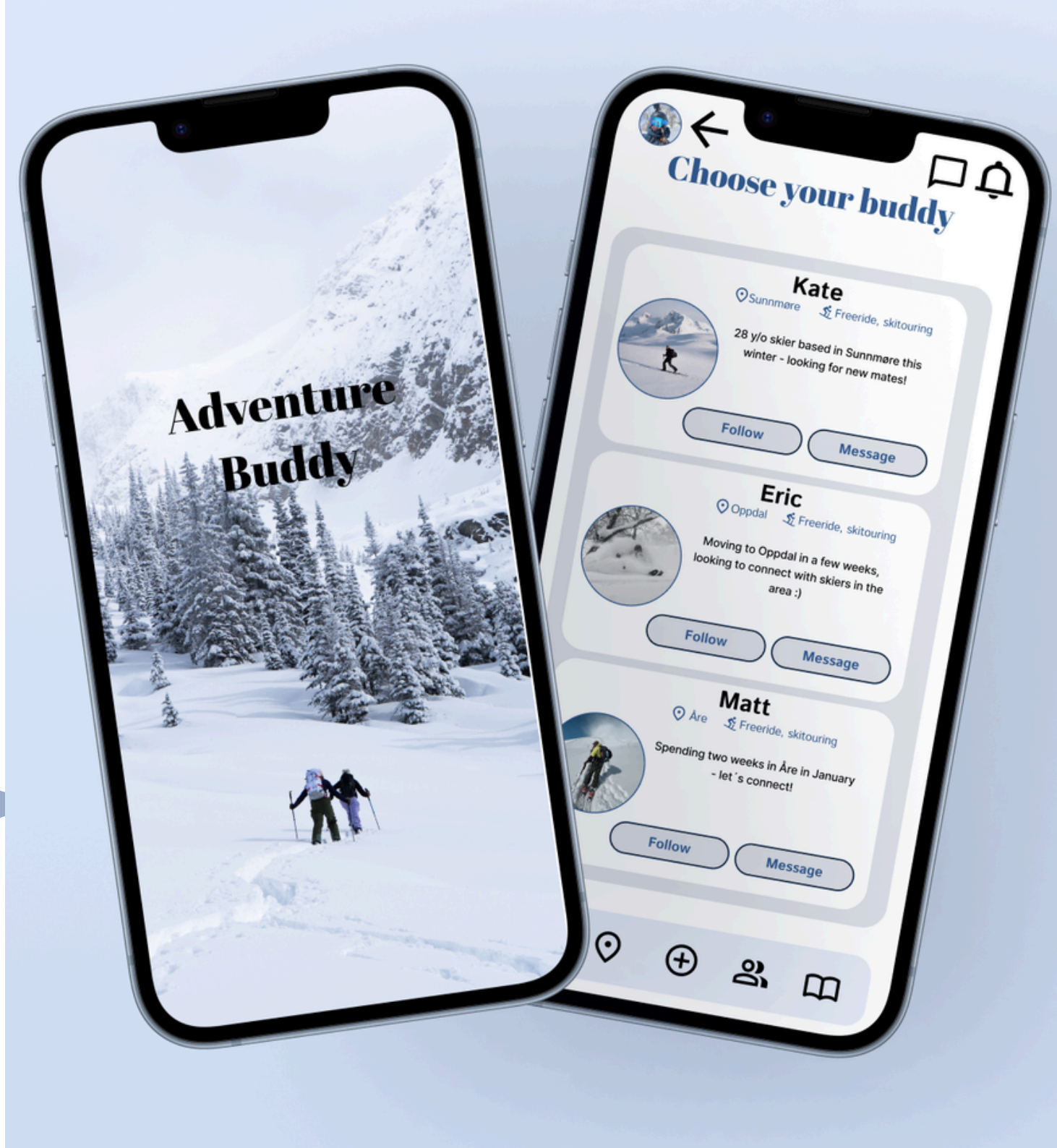
Adventure Buddy

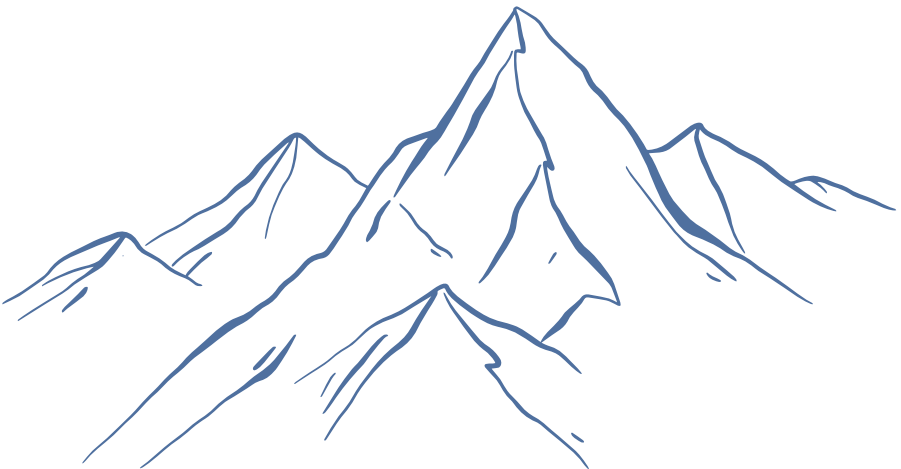
Project workbook



Lena Grande, 2026

Content

Cover.....1
Content.....2
Introduction.....3
Brief.....4
The process.....5
Phase 1 - Reserach.....6
Phase 2 - Define.....11
Phase 3 - Design.....20
Phase 4 - Prototype.....29
Phase 5 - Testing.....31
Final result / mockup.....33
Prototype.....37
Reflection.....38
References.....39





Introduction

For my first project in interaction design at Kristiania I´ve chosen to develop a digital prototype of an app tailored towards skiers. The goal has been to design a user friendly digital prototype of an app focusing on one central user journey.

This project has been a steep learning curve as I´ve dived into the fundamentals of interaction design and developed my skills within UX/UI design, prototyping, digital design, interactive design and design thinking.

I´ve really enjoyed the process of diving into the field of interactive design, participating during class, working with fellow students, testing each others prototypes and designing and building something from scratch.





Brief

Assignment
Design a user friendly digital prototype of a mobile application. You can either develop your own application idea or redesign an already existing application. The prototype should focus on one central user journey - in other words how the user will navigate through the application in order to solve one specific problem or need. The prototype should be developed in Figma.

Concept
Adventure Buddy

Concept description
The application is supposed to help skiers find skiing partners

Values
Adventurous, trustworthy, welcoming, capable, outdoorsy, community driven, knowledge, expertise

Target Group
Skiers who wants to get in touch with other skiers to find ski partners

Problem
“How can skiers use a mobile application to get in touch with others to find ski partners?”

Solution
Developing a community application where skiers can get in touch with others to find suitable ski partners.

Background
Finding suitable ski partners has always been a bit tricky for skiers who want to explore new areas, travel and accomplish the adventure of their dreams. Roaming in the mountains involves certain risks and you need to trust your own skills and the skills of your partner. For several years skiers have resolved to using facebook groups to get in touch with each other. Adventure Buddy is an application that helps skiers to find skipartners with similar goals, objectives and skillset.

Field of expertise
Digital design, interactive design, UX/UI design, protypting

Tools
Figma, Miro, Canva, Slack, Google Fonts, Colormind

Team
Independent

My role
Sole interaction designer, responsible for the project from user research and concept development through to prototyping and usability testing

The process

Throughout this process I´ve followed the five steps of the design process. The design process is known to be a loop where you iterate and go back to an earlier step at any time to improve your design while you are learning. Working on this prototype project has been a steep learning curve where I´ve been navigating the loop of the designprocess as my project has taken shape.

Phase 1 - Research

- Brainstorming & Ideas
- Choice of problem
- Research and competitor analysis

Phase 2 - Define

- Define target group
- Personas
- Core values
- Interviews
- Moodboard

Phase 3 - Design

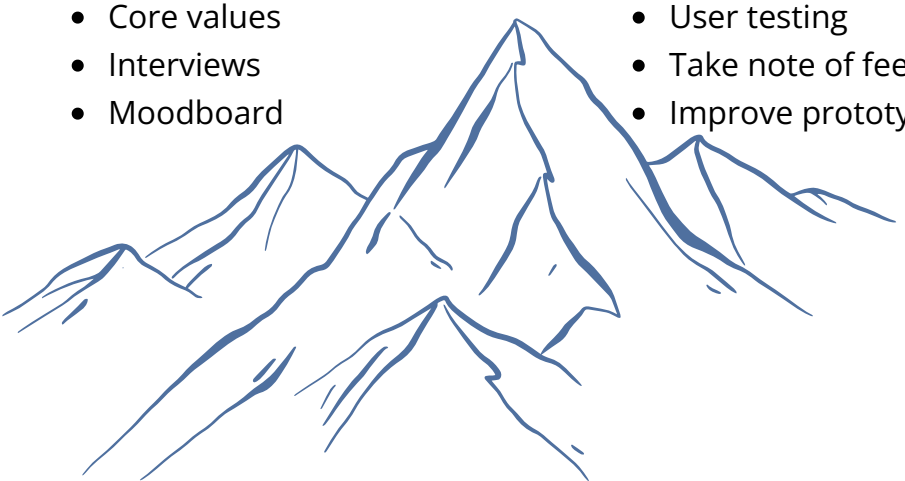
- User stories
- User journeys
- Wireframing, Lo-fi, Mid-fi

Phase 4 - Prototype

- Prototypes, Mid-fi, Hi-fi

Phase 5 - Test

- User testing
- Take note of feedback
- Improve prototype

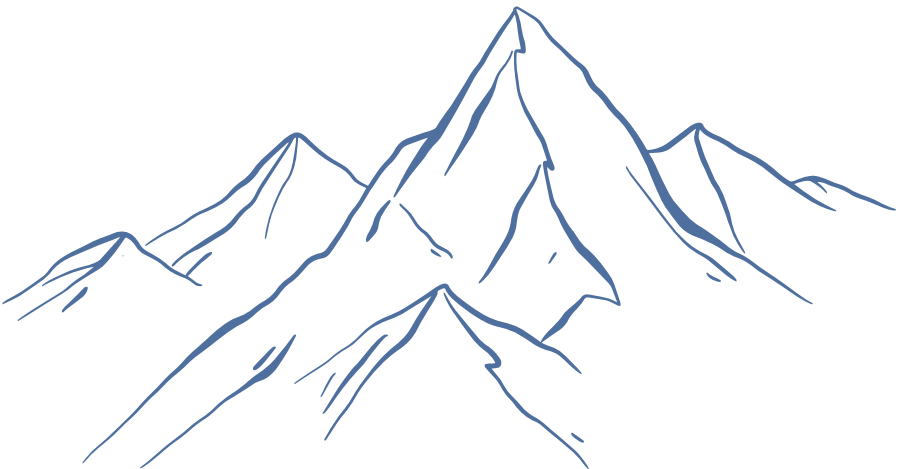




Phase 1 - Research

The research phase

During the research phase I focused on establishing the background and base of my project. I tried to get an understanding of potential gaps I could fill with my project - is there something skiers are missing in their process of getting out in the mountains? What is limiting them? Moving forward I dived into brainstorming and coming up with ideas that could turn into potential projects. After doing some market sesearch and looking into what the competitors are doing I managed to narrow down to my choice of problem.





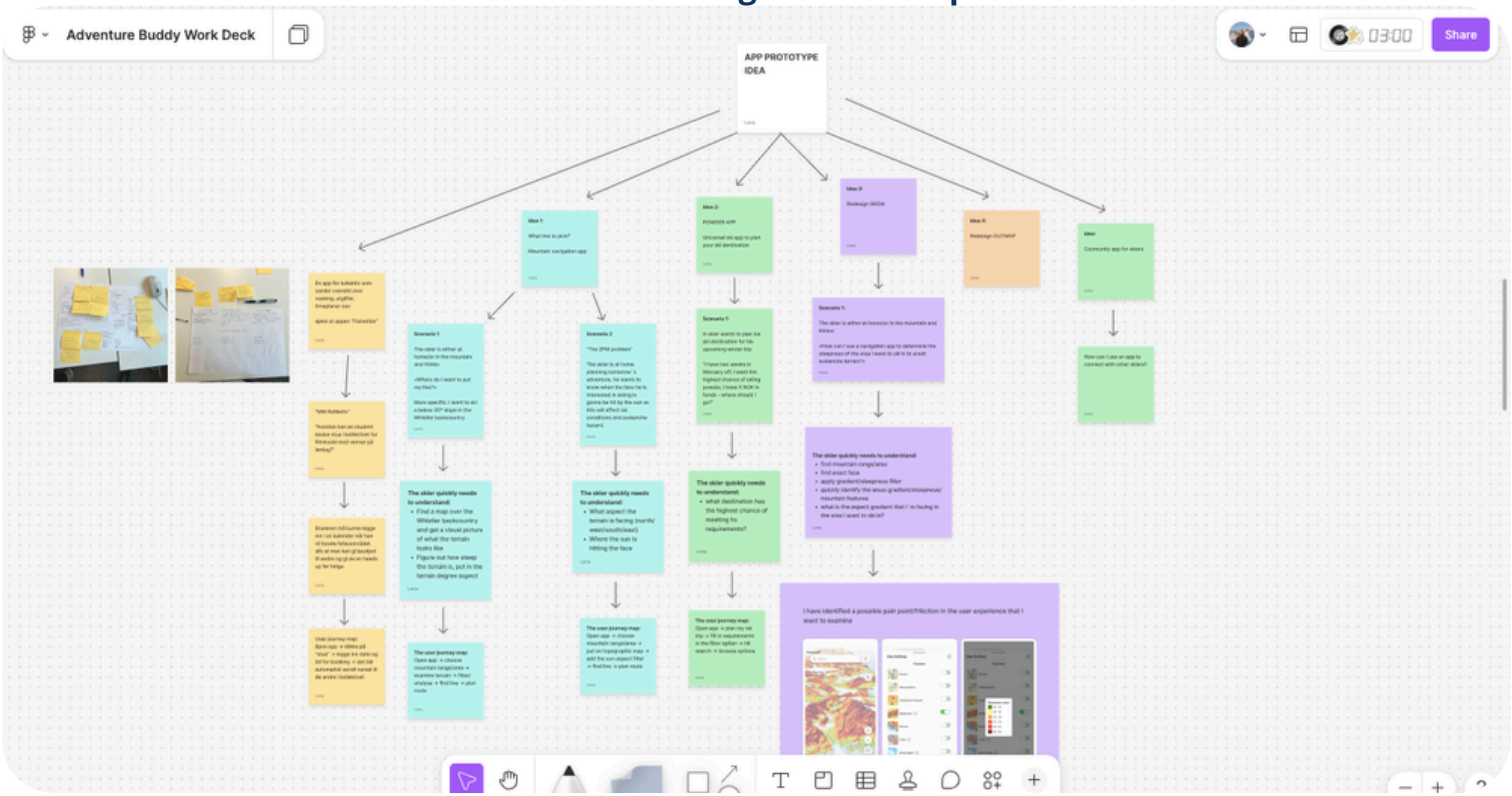
Phase 1 - Research

Brainstorming & ideas

I visited several ideas for applications surrounding mountain navigation and the community of the sport. Some of the ideas were the following:

- Designing my own mountain navigation app
- Redesigning an existing mountain navigation app (Skida, Outmap, Fatmap, Strava)
- Ski app to find ski destinations, ski resorts, trip suggestions
- Redesign a ski community app (Oak)
- Design my own prototype of a ski community app

Screenshot of Figma mindmap

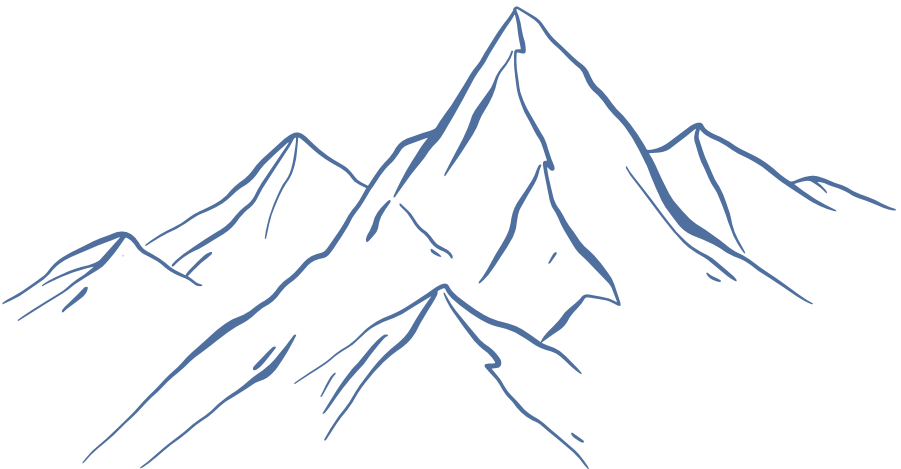


Phase 1 - Research

Choice of problem
After playing around with the different ideas I decided to go for the idea to design my own community app where skiers can get in touch with potential ski partners. I landed on this idea as it would be straight forward enough for me to be able to focus on learning the basics of the design process, design thinking and learning the fundamental tools a dsigner use.

I landed on the following problem:

"How can skiers use a mobile application to get in touch with others to find ski partners?"





Phase 1 - Research

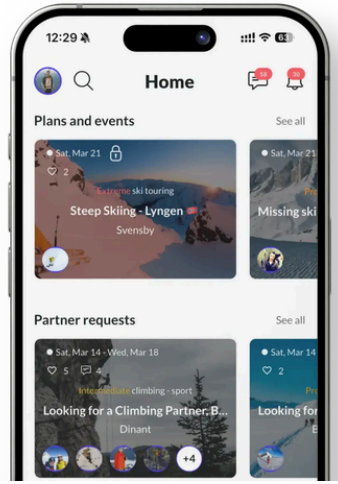
Competitor analysis

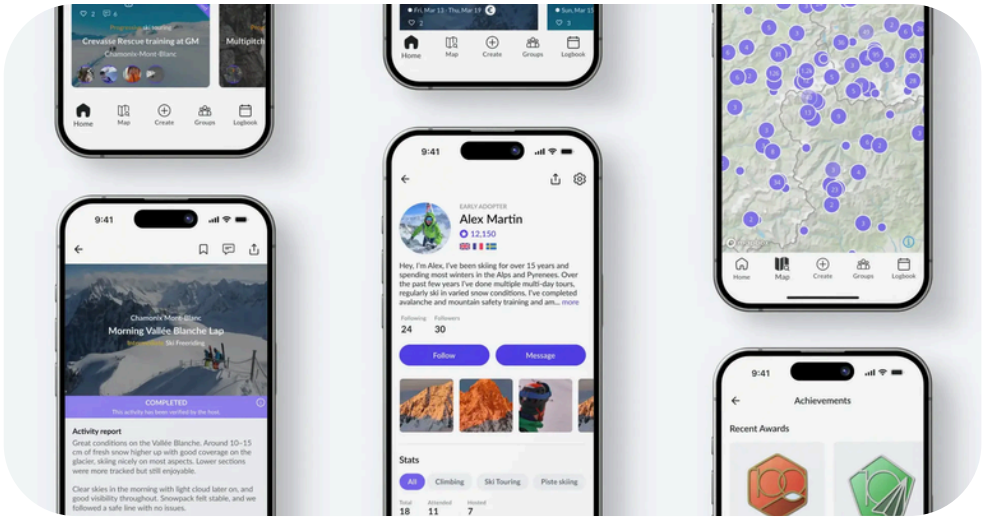
I also spent some time doing research and analysing the current market. Who are the main competitors and what are they providing? Adventure Buddy´s major competitor is the adventure sports community app **Oak**. It´s an application that provides a community platform for skiing, climbing, mountaineering, hiking, running and biking. You can find potential partners, courses, events and share your own adventures and missions on the platform. Oak has a wide target group consisting of adventure enthusiasts across multiple mountain sports. However, for my own prototype project I decided to narrow down to a more narrow target group: **skiers.**

Central Oak features that gave me inspiration:

- Wide range of community functions that let´s you find groups, courses, partners, book guides, events
- Filter options to choose compatible adventure partners with preferred experience, skills, age, location etc
- Chat option get in touch with others
- Wide range of profile options to share your own trips, experiences, skills, photos

Oak - Main competitor





Photos from Oak´s Website

Phase 2 - Define

The define phase
During the define phase I worked on combining the research I had done to identify core needs, reframe the problem and create a roadmap that would guide my future creative work and process.



Phase 2 - Define

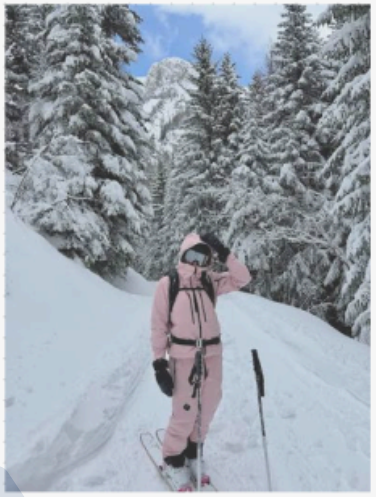
The target group explained in three sentences:

- people who are passionate about skiing - specifically freeride, backcountry skiing, skitouring, on piste skiing, nordic skiing
- people who are adventurous, curious and like going on adventures
- people who are open minded, likes to spend time in nature, likes to travel and roam around in nature

Core values

- Adventurous
- Trustworthy
- Welcoming
- Capable
- Outdoorsy
- Community driven
- Knowledge
- Expertise

Screenshot of Figma persona



Madelen

- Age: 28
- Occupation: Engineer
- Relevant background: Passionate skier and outdoor enthusiast

Madelen is 28 years old and grew up in Oslo. She is a passionate skier who works as an engineer and spends much of her free time skiing during winter, particularly freeride and ski touring.
She works from 8 a.m. to 4 p.m. and wants to make the most of her weekends. She often packs her car on Thursday so she can leave for the mountains immediately after work on Friday. Every winter, she also takes two weeks off between January and March for a longer ski trip in the Alps, Japan, Canada or Norway.

Interests

- Outdoor activities
- Nature
- Mountain sports
- Travelling
- Spending time with friends
- Meeting new people

Ambitions and values

- Spending time outdoors
- Living a life filled with adventure
- Community and a sense of achievement through sport
- Developing as a skier
- Learning more about snow science, avalanches and weather conditions
- Improving her skills in risk assessment, decision-making and first aid
- Openness to new experiences and perspectives

Needs

- Independence and freedom
- Time in nature
- Adventure
- Meeting others with similar interests

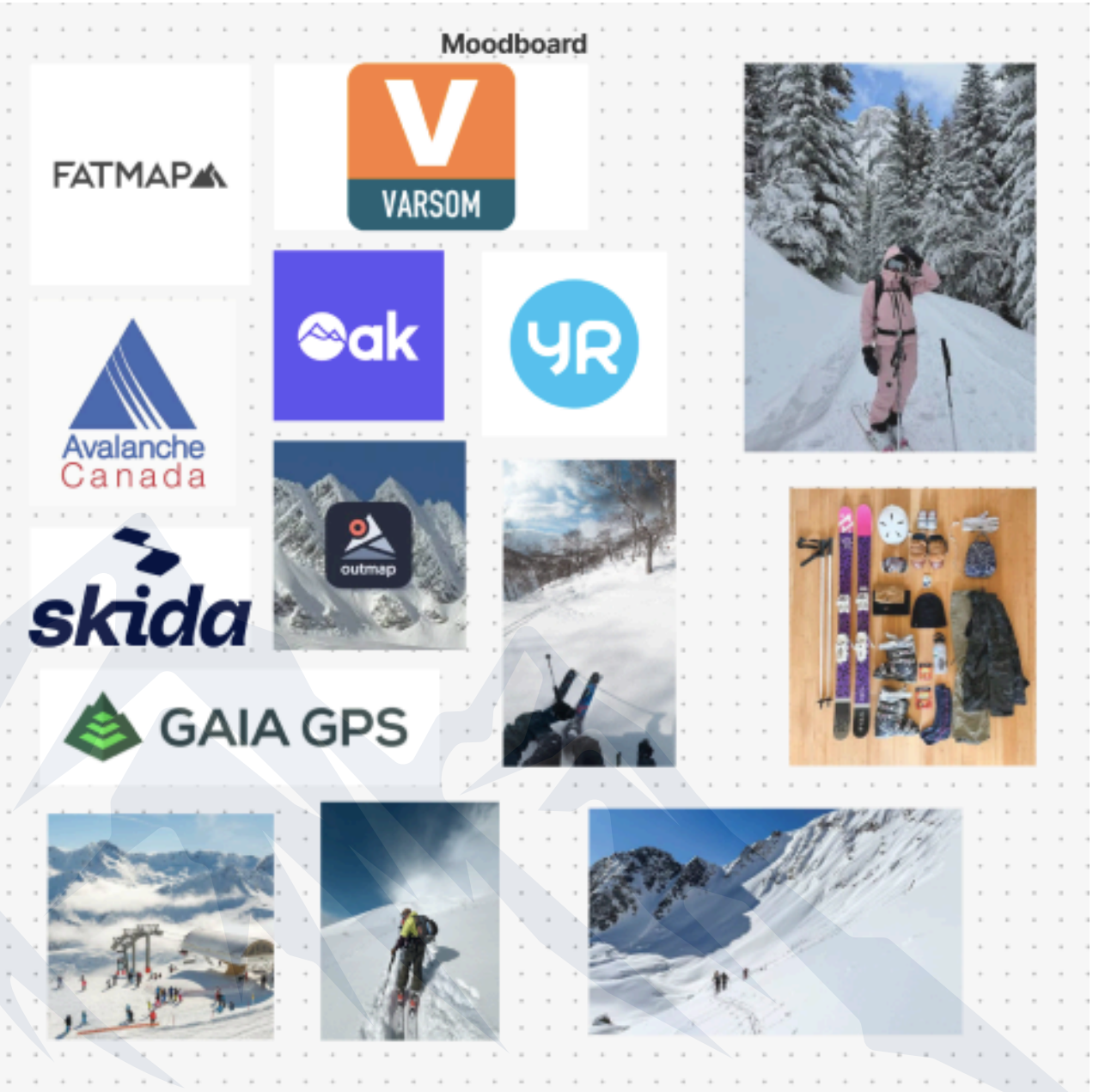
Channels and apps

- Instagram
- Yr
- Strava
- SKI-appen
- Varsom
- Facebook

Phase 2 - Define

Moodboard
The moodboard features the environment and places a skier goes, the tools a skier use, the gear and ewuipment etc

Screenshot of Figma moodboard



Phase 2 - Define

I conducted an interview with a person from the target group to get a better understanding of the target group, uncover user needs, motivations and pain points.

Adventure Buddy - User Interview

1. Background: Establishing what kind of skier I´m talking to

- **How old are you?** 25
- **What do you do for work/study?** Freelance marketing, media management. Working with different clients, Outmap (3D mapping app), Canadian Outback, Altus Mountain Guides, Freelance photography projects
- **Where do you live?** Squamish, BC
- **How long have you been skiing?** Cross country skiing until grade 7, downhill skiing/backcountry skiing from grade 10, a total of 10 years skiing
- **What types of skiing do you normally do?** Backcountry touring, downhill, ski mountaineering Freeride, ski touring, resort skiing, mountaineering, etc.
- **How would you describe your skiing level?** Advanced
- **How often do you normally ski during a season?** 30-40 days on ski hill, 20 days with touring and backcountry
- **Do you mostly ski locally or travel for skiing as well?** Mainly Sea to Sky area, travel 1-2 hours max

Takeaways: skiing experience, lifestyle, skill level and whether they're actually representative of my target group

Phase 2 - Define

2. Their skiing habits: how does skiing fit into their life?

- **Who do you normally ski with?** Resort days just with girlfriends, backcountry: core people that you trust and know. Closer friends with their AST-courses who are down for bigger missions
- **How do you usually organize ski days or trips?** see who´s down, logistics of seeing who is off work, I use online guidebooks and resources to get BETA, using Gaya or Outmap to plan the route, packing everything and preparing all gear
- **How far in advance do you normally plan?** 1 week in advance, unless you are planning something far ahead, last minute often, maybe a couple weeks in advance
- **Do you usually ski with the same people or different people?** the same people, especially with backcountry trips, I don´t wanna ski with people in the backcountry that I haven´t skied with before, you meet people in the community and access if they are at your level
- **Have you ever wanted to go skiing but didn't have anyone available to go with?** definitely, in those cases I would just go to the ski hill by myself, or not go
- **How often does that happen?** Not that often, people are usually very down, especially in ski towns, it´s the way of life

Takeaways: habits, decision making, planning

Phase 2 - Define

3. Finding ski partners - the key section

Can you tell me about the last time you wanted to ski but didn't already have someone to go with?

- **What did you do?** probably didn´t go. It´s hard to coordinate sometimes and would probably not go at all
- **Did you eventually find someone?** Yes
- **How did you find them?** Usually by browsing my community on instagram
- **Who did you contact first?** people I know from before of who I think could be a good fit
- **Did you use Instagram, Facebook groups, WhatsApp, Messenger, ski clubs, etc.?** Instagram, girls touring groups on facebook, would mainly use instagram.
- **How easy or difficult was it?** not that hard, if you reach out to people its not hard, the biggest issue is finding out who is suitable and compatible. It´s not just finding someone, its finding someone suitable, goes beyond just the person
- **What was frustrating about the process?** different schedules
- **Have you ever decided not to go skiing because you couldn't find someone suitable?** yes
- **Have you ever skied with someone you didn't know particularly well?** Absolutely, turned out bad, got off route, bushwhacking, often when you don´t know people the group dynamic gets really bad and people don´t work well together
- **How did you meet them?** Instagram

Takeaways: possible painpoints, challenges, areas of improvement

Phase 2 - Define

4. Compatible ski partners

What makes someone a compatible ski partner?

physical and mental traits, being fit enough, mental side (handling situations). Handling being in serious terrain, being focused, competent, skill level, laid back, chill, have a good time, competent with their skills, mental aspect of things.

When deciding whether you want to ski with someone, what do you need to know about them?

AST1 course at least, making sure people have their course certifications, physically capable, experienced, what have they done before, what terrain they´ve been in, ski level, risk tolerance, making sure you´re on the same page

Which of those things are most important?

The skillset is the most important, understanding how much experience they have

Are there any dealbreakers that would make you NOT ski with someone?

If they don´t have any certifications or avalanche knowledge, unless it´s super chill

Takeaways: identifying what a compatible ski partner is

Phase 2 - Define

5. Trust & safety

How comfortable would you be skiing with someone you've never met before?
6-7/10, if you have gone through the convo of all the factors with them.

- **What would make you more comfortable?** bringing a friend and then going with someone new, if just one new person: meeting for coffee first, having a chat about everything
- **What would make you suspicious?** if they don´t have much experience, you always tailor your plans to the experience of the person. different experience, skill level and risk tolerance
- **What information would you want before agreeing to meet?** skill level, expectations, certifications, courses, past trips
- **Would you want to see previous trips?** probably, would be curious about it
- **Mutual connections?** yes probably, recommendations from other people
- **Reviews/references from other skiers?** would for sure help and give peace of mind
- **Verified profile?** Helpful for sure, maybe ratings, feedback/review system
- **Avalanche training?** absolutely
- **Experience level?** absolutely
- **Social media?** would be useful
- **Would you talk/message before skiing together?** yes I would

Would your requirements for a partner be different for resort skiing versus backcountry skiing? Why?
For sure! Resort skiing would be more chill for resort skiing - less involved safety wise. For backcountry you go with people within your skill level while resort you can vary much more. On resort you´re skiing with big groups as well

Takeaways: establishing what safety and trust means for a skier

Phase 2 - Define

6. Current solutions: Getting a scope of the competitors

If you wanted to find someone new to ski with tomorrow, what would you do right now?
Reach out to your closest friends and ask if they want to join you. If no one is available i would go on instagram - mutuals, mutual connections, people I have talked to before.

- **Are there any apps, Facebook groups, communities or services you currently use?** instagram
- **What works well about them?** Instagram: Getting their profile, and their personality, seeing what they´ve been up to. mutual connections. hardcore skier or not, what trips they´ve been on. get a good gage of their experience
- **What doesn't?** have enough info, see everything laid out, having information available. on your own you need to to so much research. on an app you will have it all laid out. hate to go through everything about communication and all
- **What information is usually missing?** you ned to dig quite a bit, missing a lot of info
- **Is there anything awkward about reaching out to strangers?** Not really, I´m super shameless and no problem about reaching out, genuinely appreciate when others reach out to me
- **How do you normally establish whether someone is actually compatible with you?** similar goals, skillset and ski level

Takeaways: what current solutions are used

Phase 2 - Define

7. Scenario

Imagine you're in Chamonix for a week. Your friend gets injured and can't ski tomorrow. You still really want to go touring, but you don't know anyone else there. What would you do?

Probably use facebook, harder on instagram because my community is in the sea to sky. Oak app, use others platforms. Use your network if you have friends in the area

- **What information would you look for?** experience, courses, skills, past trips
- **At what point would you feel comfortable contacting someone?** when I gate a good gage of that we would be a good fit
- **What would make you choose person A instead of person B?** the one who is more compatible
- **What would you want to discuss before meeting?** goals and expectations
- **What would make you abandon the idea entirely?** noticing that we are not compatible and don´t share the same goals

Takeaways: gathering more info from a scenario

8. Introducing Adventure Buddy

Imagine there was an app specifically for skiers to find compatible ski partners. What would you need from it for you to actually use it?

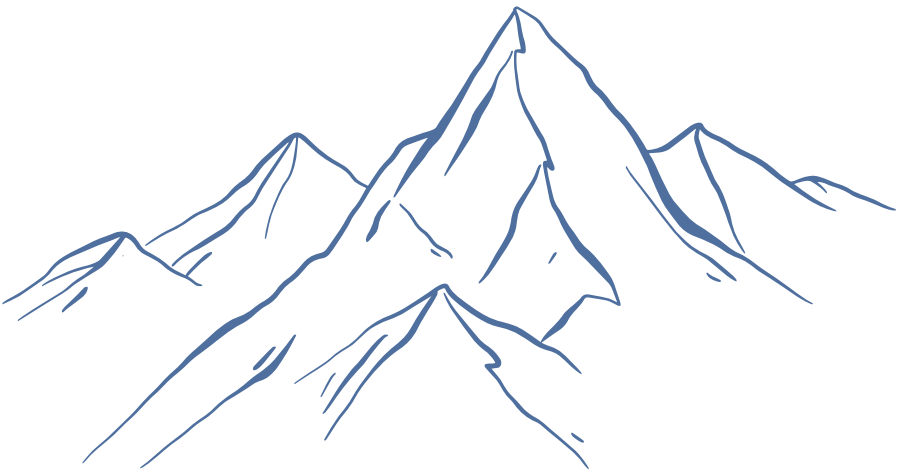
+ short bio, and all the elements with risk tolerance, get a sense of their personality, gear they are using, get a sense of their level, photos, avalanche forecasting, avalanche bulletin,

If you could change one thing about how you currently find people to ski with, what would it be?
minimising the hassle, the amount of research you have to do, rather having all your info laid out and available!

Takeaways: identifying what my app should provide

Phase 3 - Design

The design phase
During the design phase I worked on turning research and ideas into user stories, user journeys, wireframes, visual layouts and functional models.





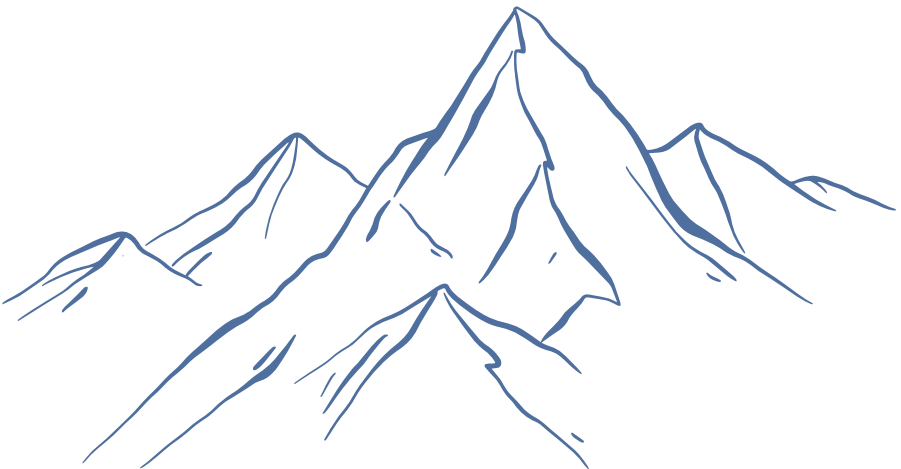
Phase 3 - Design

User story
“As a skier I can use Adventure Buddy to get in touch with other skiers”

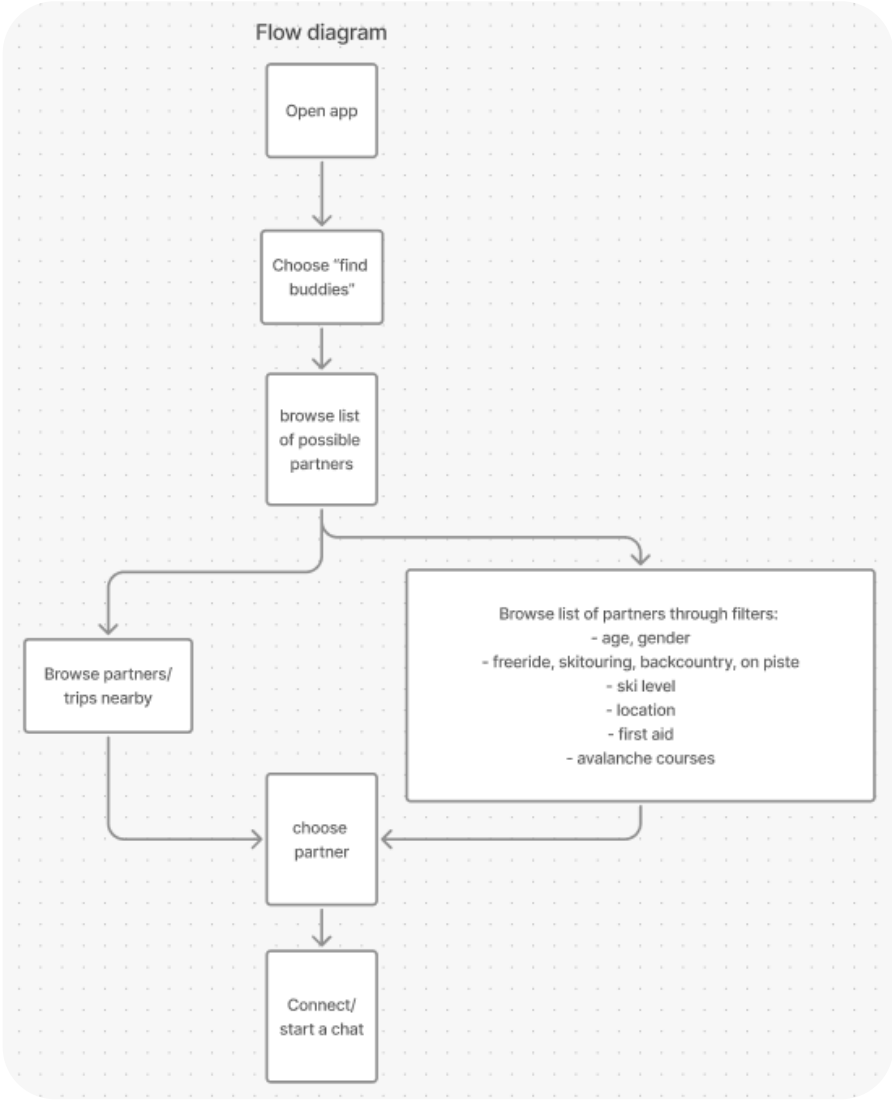
User journey - flow diagram
The user journey explains the steps the skier will take from opening the app to finding a ski partner.

The following steps were implemented:

- Open app
- Find buddy option
- Browse a list of suggest partners nearby or search for compatible partners by a filter option
- Choose preferred partner
- Connect with or start a chat with a partner



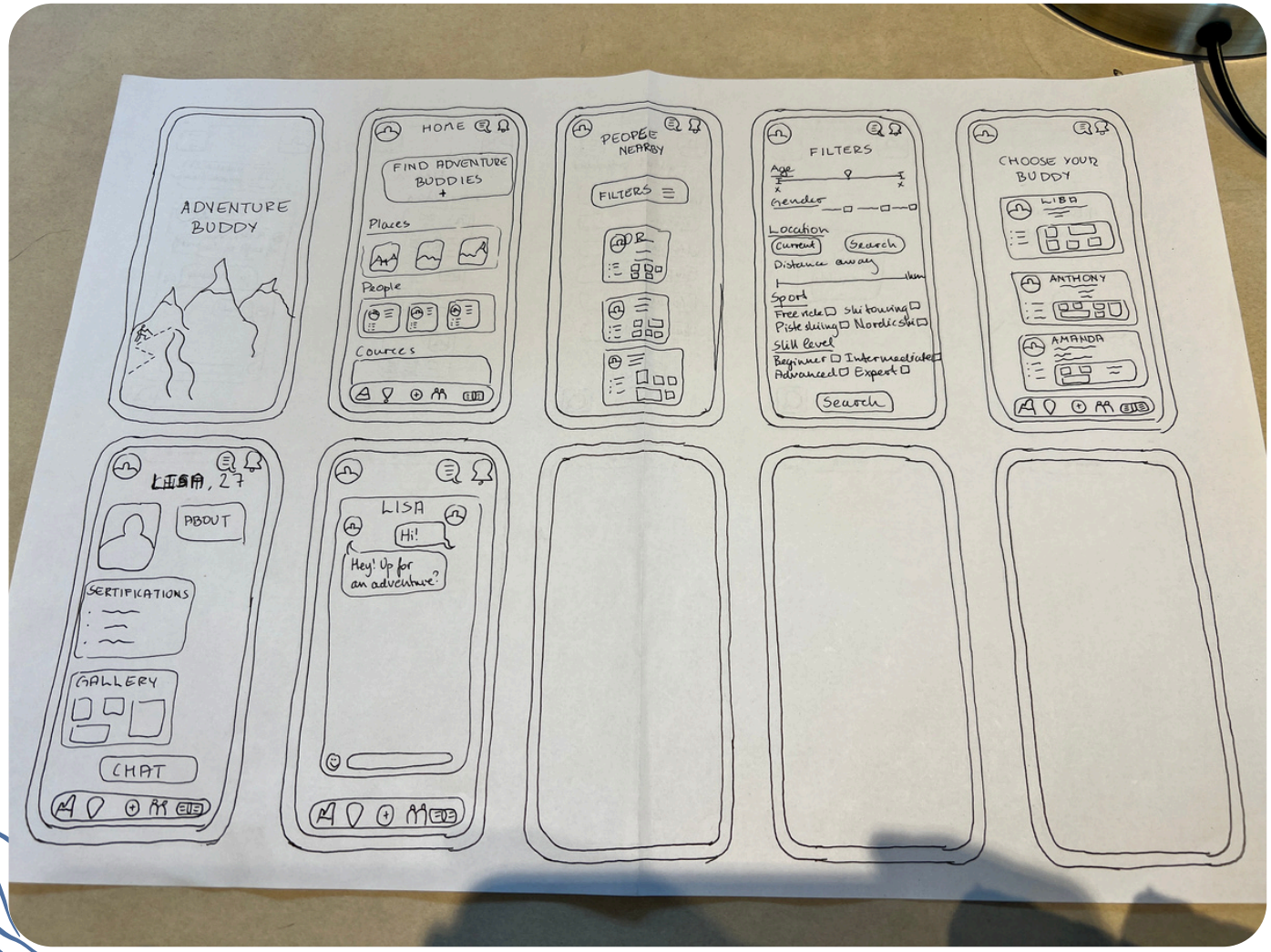
Flow Diagram Figma



Phase 3 - Design

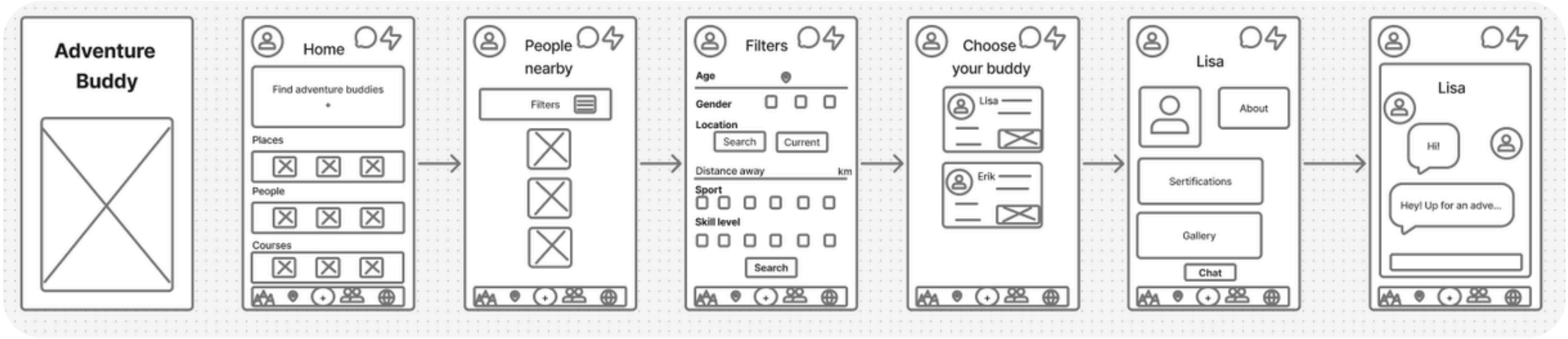
The journey of my wireframes
The following screenshots are the first wireframes I created based off the user journey.

Lo-fi paper wireframes



Phase 3 - Design

Mid-fi digital wireframes

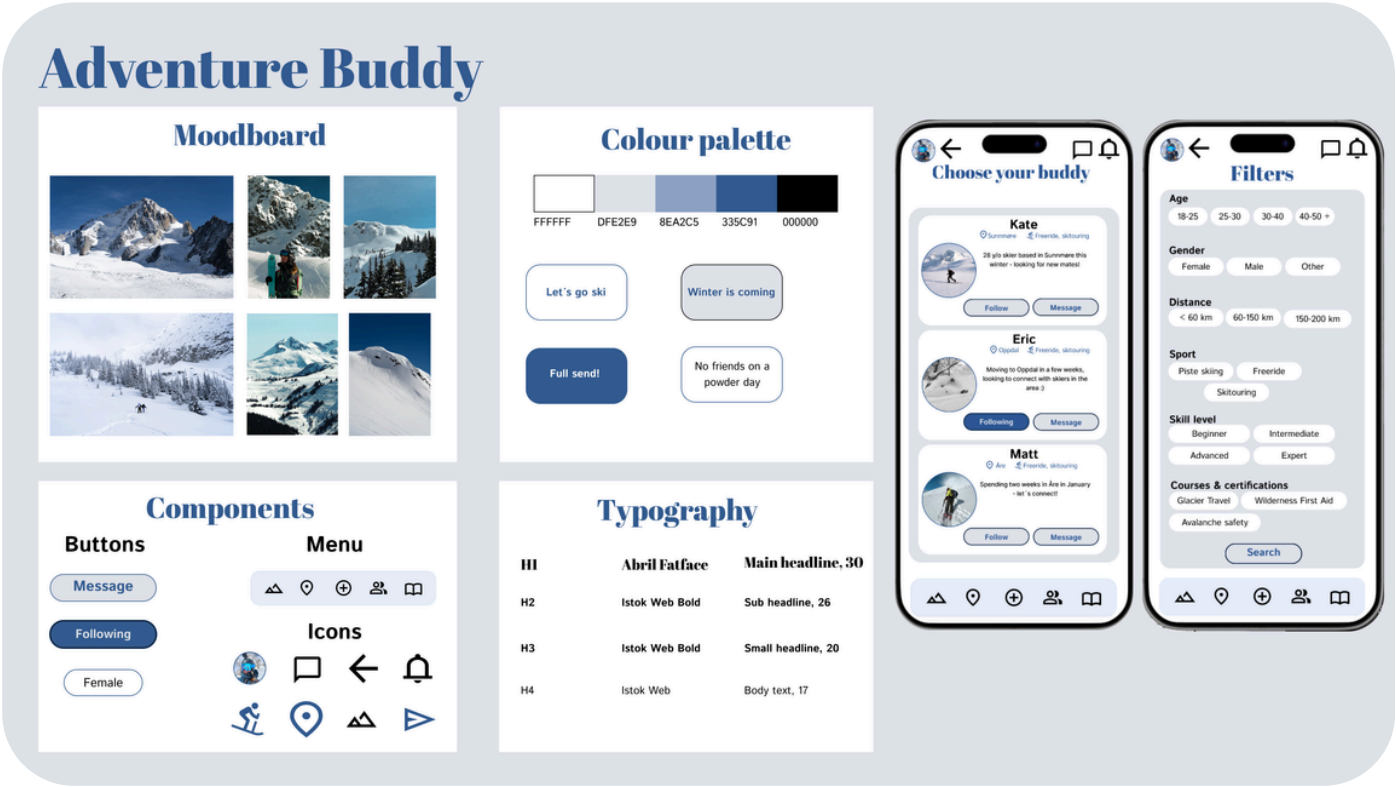


Phase 3 - Design

Moodboard

When developing the style board for the prototype I started out with finding things that inspire me and fellow skiers: mountains, nature, forest, snow. The photos in the moodboard was an inspiration for choice of colours and shades, essentially the image and mood I was going for. Especially one thing that probably influenced the chosen style of the prototype is every skiers dream day in the mountains: **a bluebird powderday.** Essentially a day in the mountains with sunny weather, a blue sky and a fresh layer of soft and sparkling powder.

Figma Styleboard

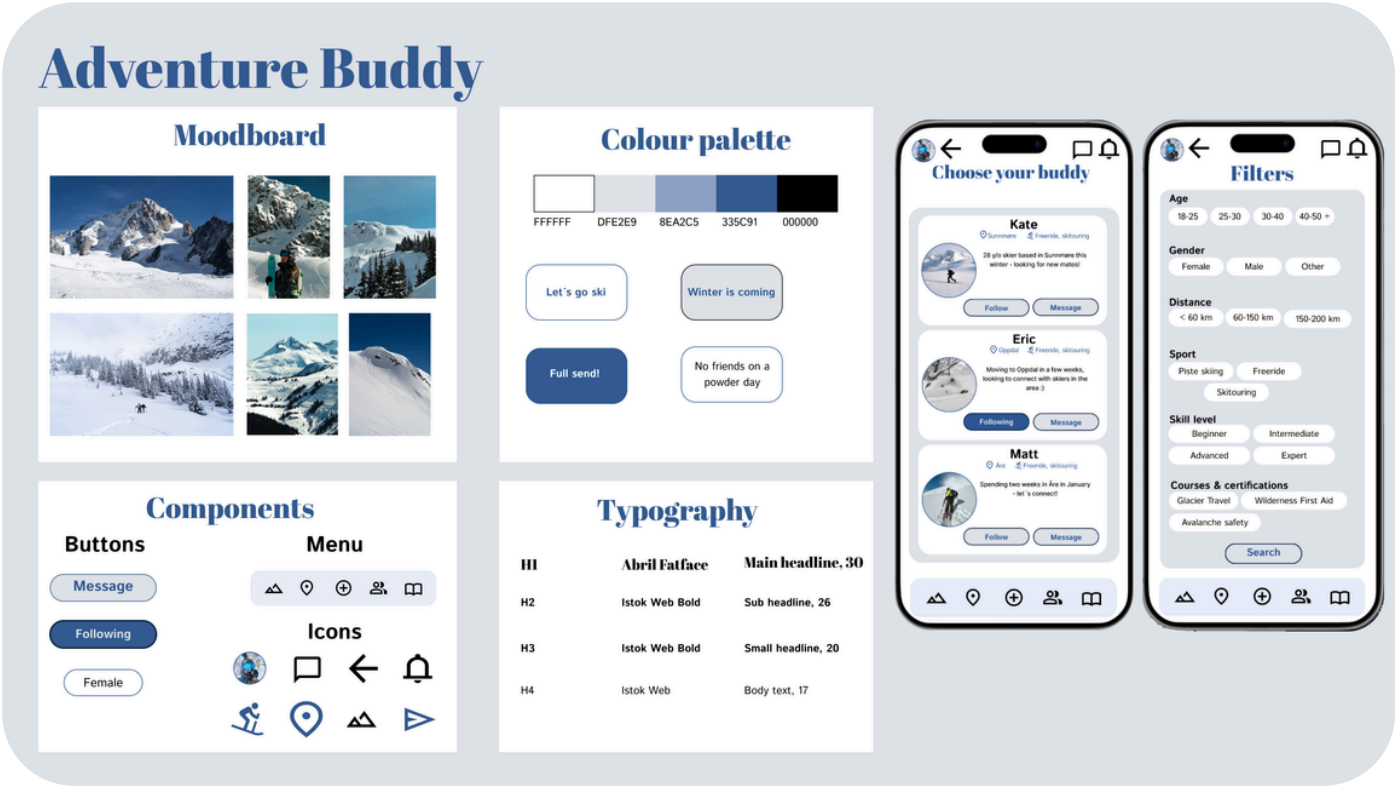


Phase 3 - Design

Colour palette
Choosing colours that skiers associate with what they love the most felt natural. The colour palette resultet in several blue/navt shades as well as black and white.

The blue/navy colours doesn´t just represent the environment a skier travels through. They also represent professionalism, knowledge, safety, expertise and trust. These elements are some of the core values of the app and are also colours you find in other applications that provides a sense of expertise and professionalism, for example facebook, banking apps, linkedin, finn.no.

Figma Styleboard

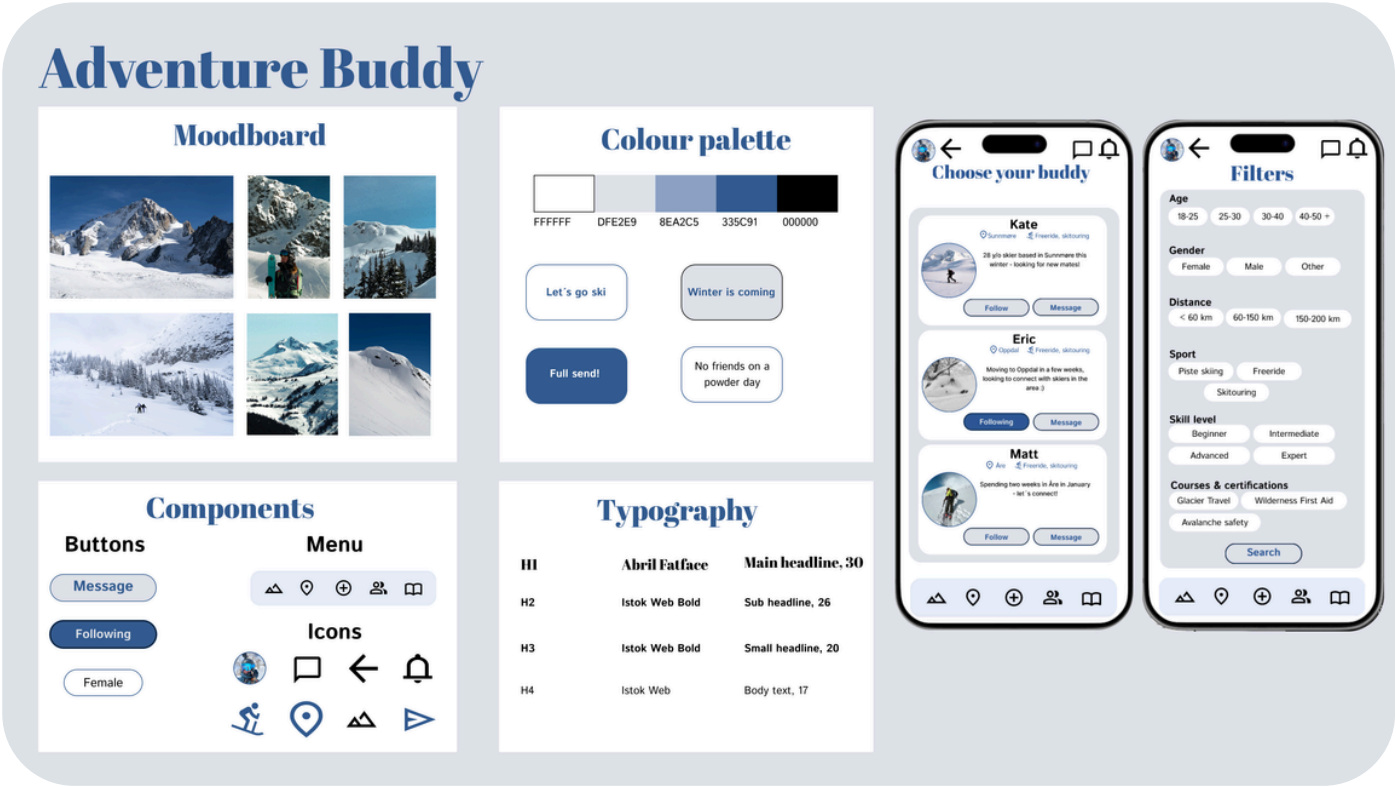


Phase 3 - Design

Typography
Skiers are by nature curious, playful and adventurous but also professional, detail oriented and focused in their approach to the risk of moving through the mountains, managing avalanche terrain and planning their objectives. Therefore I combined a typography of a playful and bold style with a more lowkey, basic and professional style.

I also focused on high contrast for important information to make it easy to read and understand as well as maintaining a clean, minimalistic and professional aesthetic.

Figma Styleboard



Phase 3 - Design

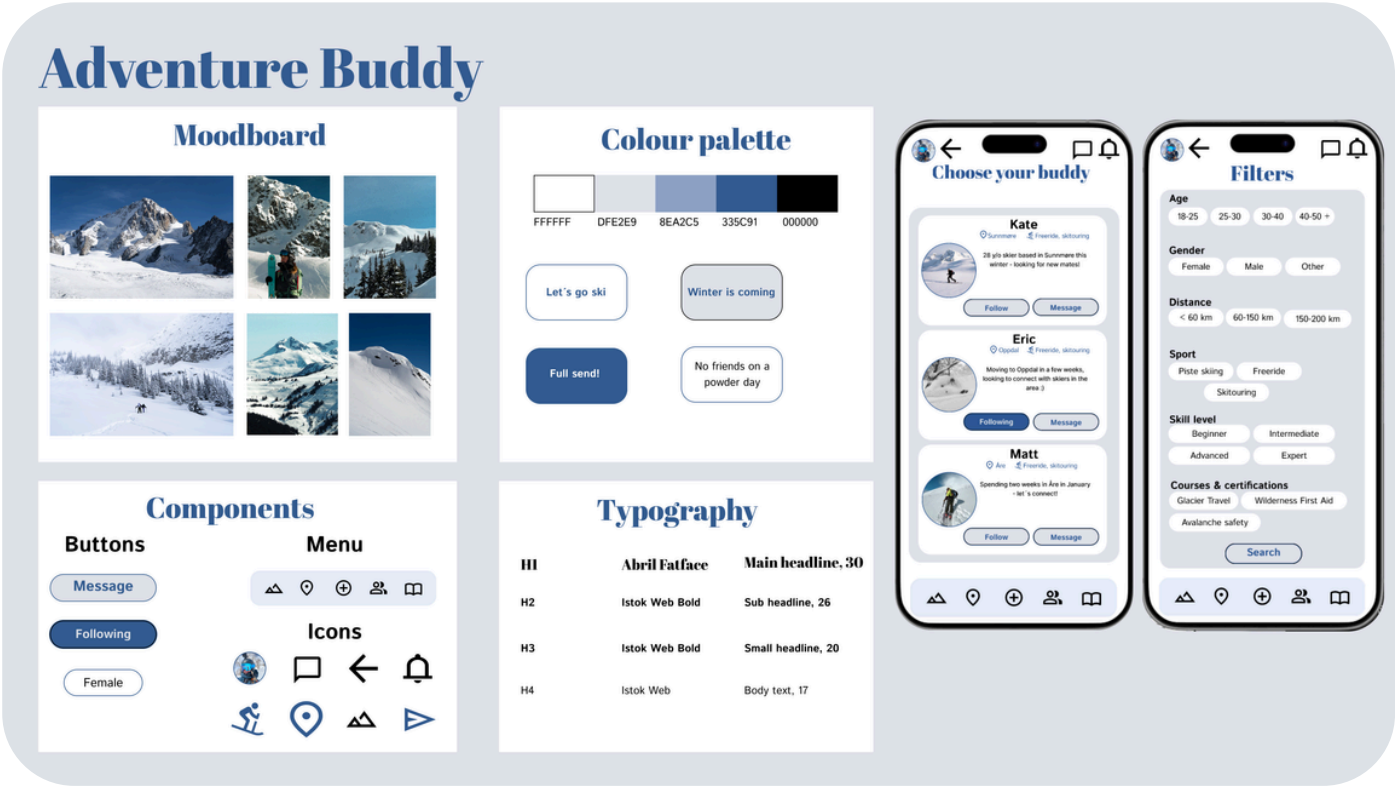
Components, buttons & icons

To maintain a balance between adventure and professionalism I focused on keeping the app minimalistic and clean with colours and components clearly representing the difference between navigation buttons and general information. General information is presented on a lighter background with dark text, focusing on being easy to read. Buttons have bolder text and are surrounded by thicker lines for the user to know where to press.

I also added fine line icons in a similar style in mainly black and white to make navigation and learning easier for the user as well as maintaining the minimalistic style.

I kept most of the icons basic, however I chose to add a mountain and ski icon to suit the image of the app.

Figma Styleboard

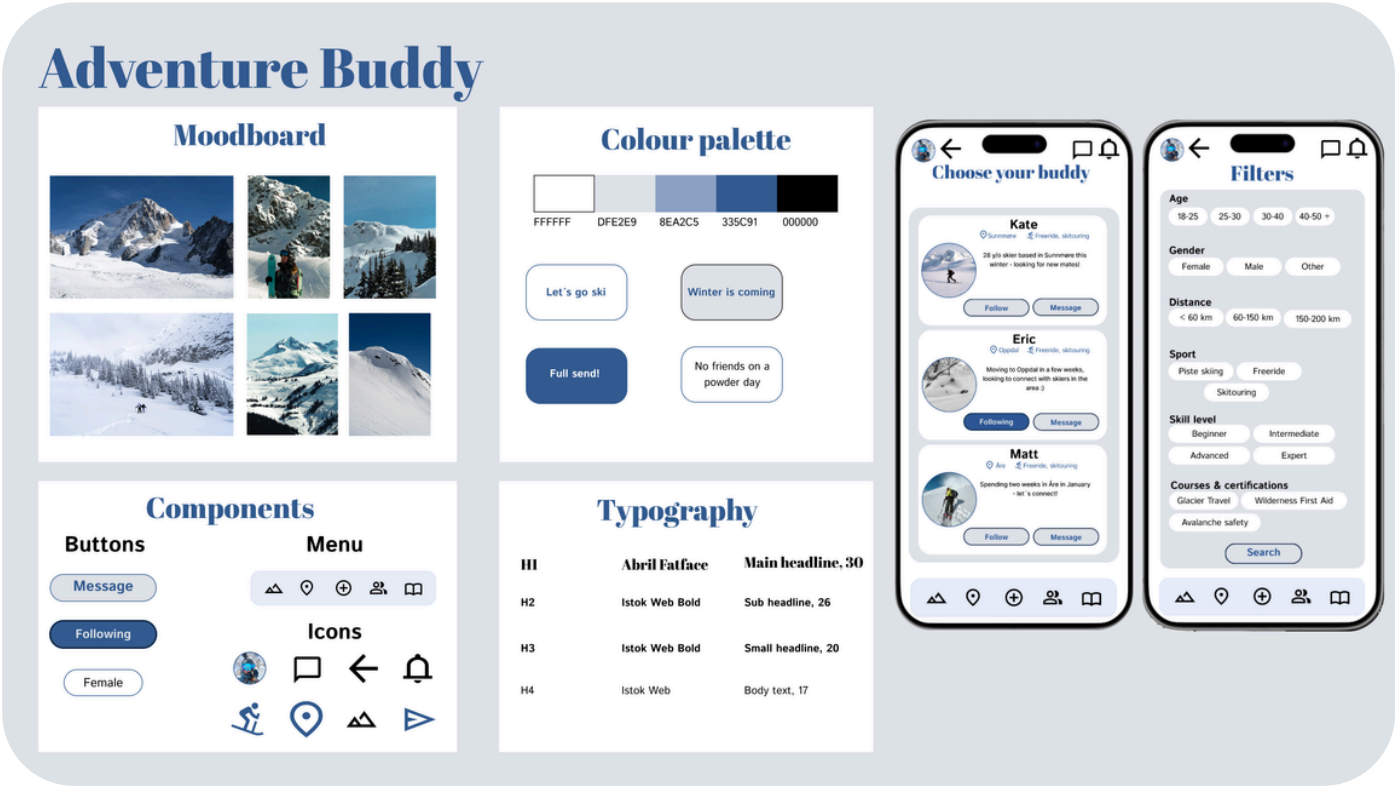


Phase 3 - Design

Core values - what is the app symbolising?

- Adventurous
- Trustworthy
- Welcoming
- Capable
- Outdoorsy
- Community driven
- Knowledge
- Expertise

Figma Styleboard



Phase 4 - Prototype

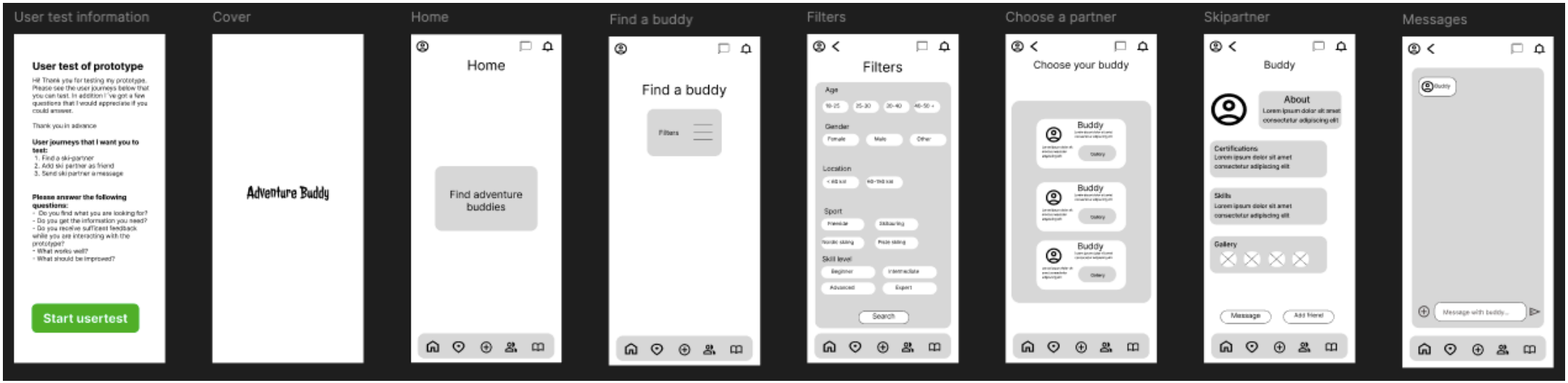
The prototype phase
During the prototype phase I worked on creating mid-fi prototypes that would respresent the core idea. After testing and receiving feedback I selected essential features that worked well, discovered structural or usability flaws and modified and improved the prototype accordingly.



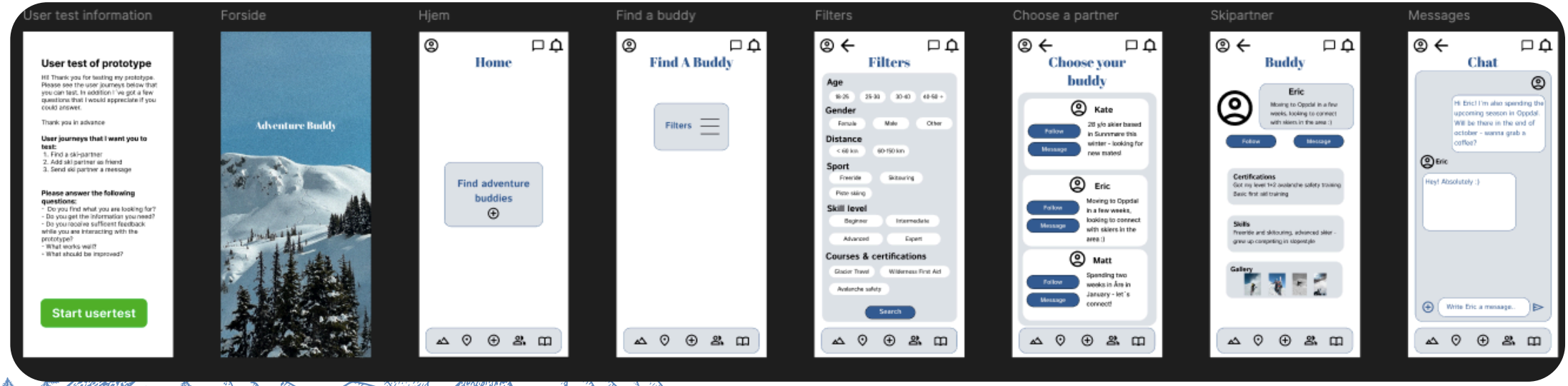


Phase 4 - Prototype

First Mid-fi prototype



First Hi-fi prototype



Phase 5 - Test

The test phase
During the test phase I let people from the target group as well as my classmates and teachers test my prototypes and give feedback. I took note of the feedback and made changes to the prototype accordingly. This stage really highlighted how the design process is an iterative process where I worked in sycles through every stage of the design process to improve my prototype.

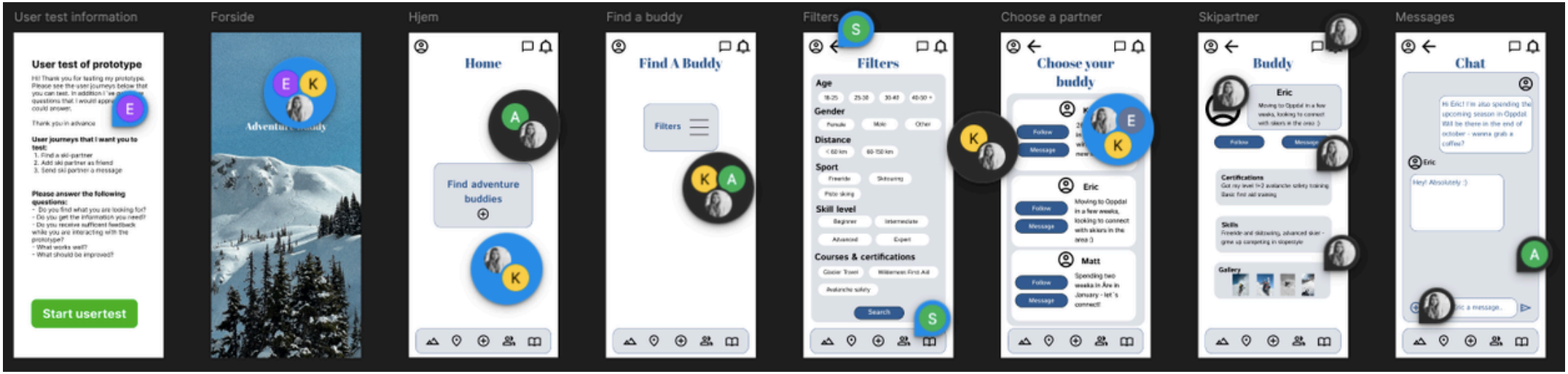




Phase 5 - Test

Some of the user test feedback included the following topics

- structural changes
- layout changes
- colours
- buttons
- unneccesary elements and pages
- text size
- consistency in components and layouts

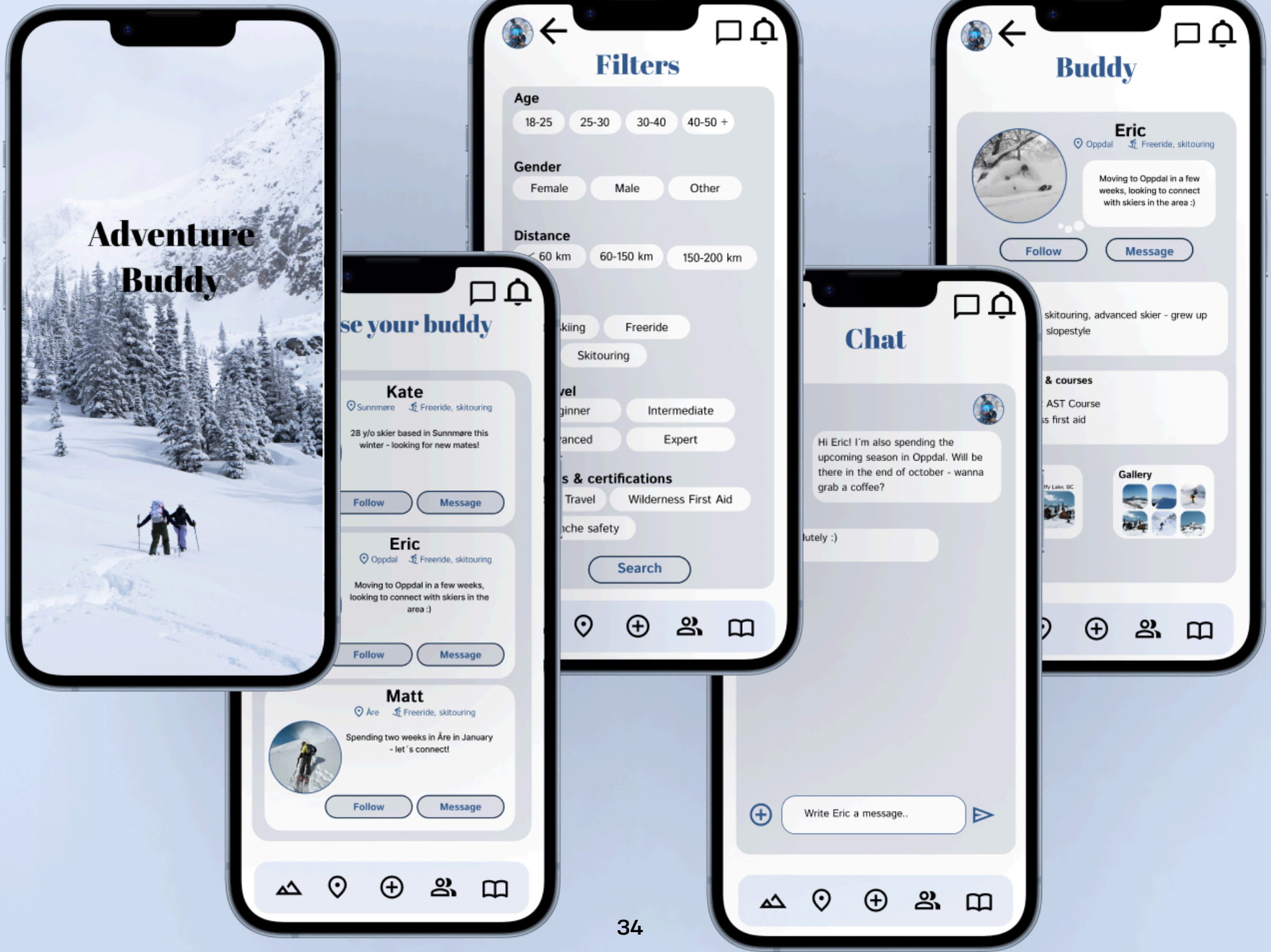




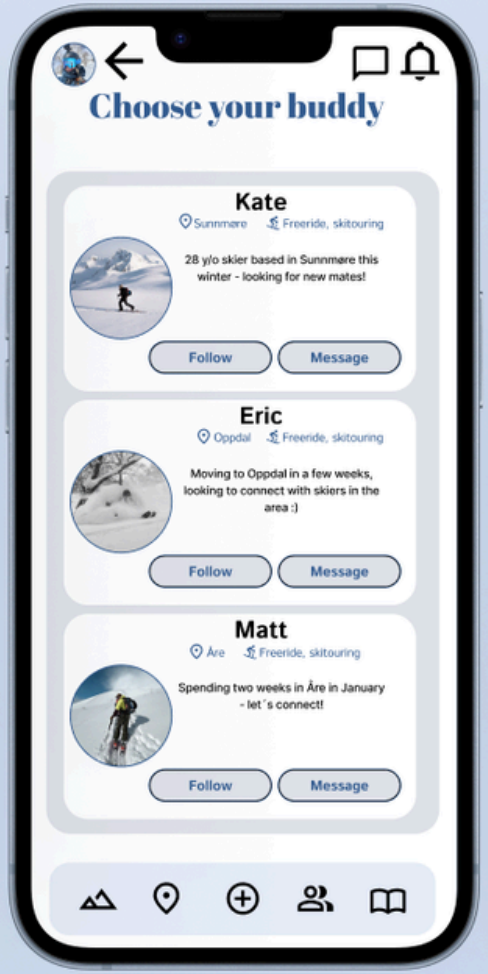
Final result / Mockup

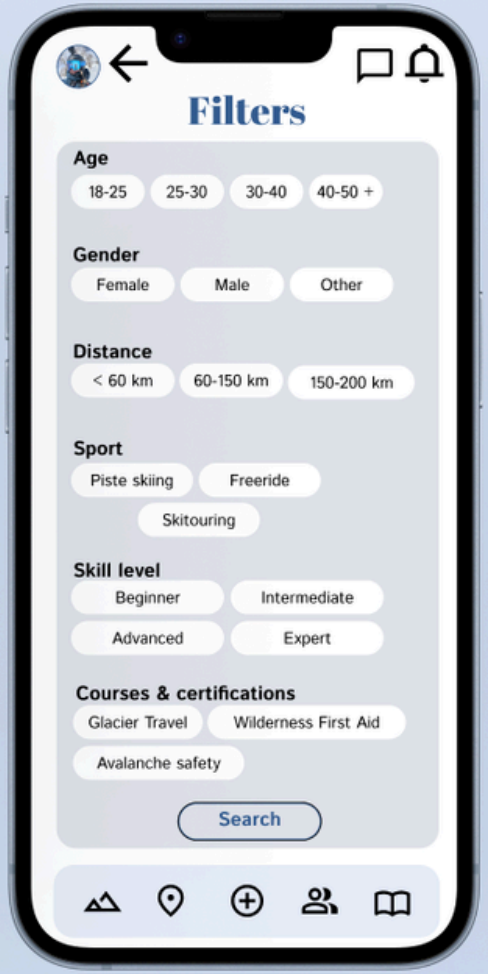


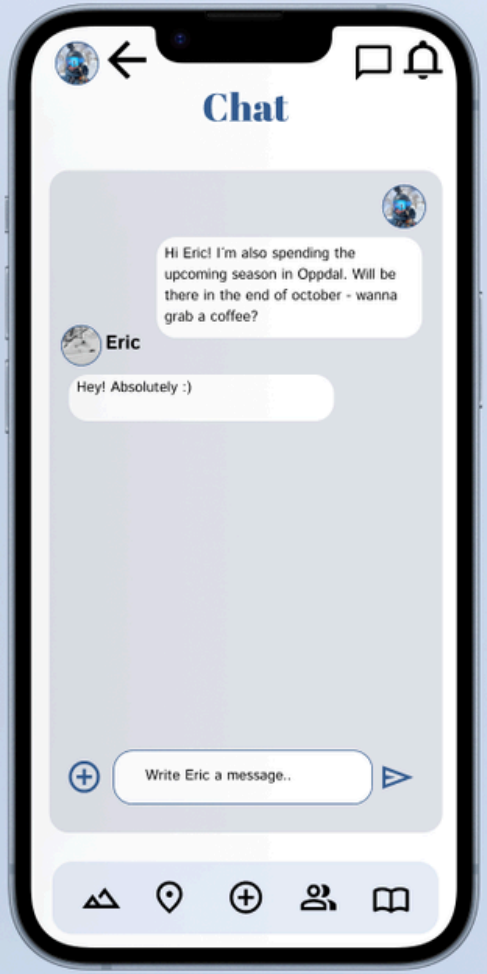

Adventure Buddy
Kate
Sunnmøre
Freeride, skitouring
28 y/o skier based in Sunnmøre this winter - looking for new mates!
Follow
Message
Eric
Oppdal
Freeride, skitouring
Moving to Oppdal in a few weeks, looking to connect with skiers in the area :)
Follow
Message
Matt
Åre
Freeride, skitouring
Spending two weeks in Åre in January - let´s connect!
Follow
Message
Filters
Age
18-25
25-30
30-40
40-50 +
Gender
Female
Male
Other
Distance
< 60 km
60-150 km
150-200 km
Sport
Piste skiing
Freeride
Skitouring
Skill level
Beginner
Advanced
Intermediate
Expert
Courses & certifications
Glacier Travel
Avalanche safety
Wilderness First Aid
Search
Chat
Eric
Hi Eric! I´m also spending the upcoming season in Oppdal. Will be there in the end of october - wanna grab a coffee?
Hey! Absolutely :)
Write Eric a message...


Adventure Buddy
Filters
Age
18-25
25-30
30-40
40-50 +
Gender
Female
Male
Other
Distance
60-150 km
150-200 km
Freeride
Skitouring
Intermediate
Expert
Travel
Wilderness First Aid
Search
Buddy
Eric
Oppdal
Freeride, skitouring
Moving to Oppdal in a few weeks, looking to connect with skiers in the area :)
Follow
Message
skitouring, advanced skier - grew up
slopestyle
& courses
AST Course
Gallery
se your buddy
Kate
Sunnmøre
Freeride, skitouring
28 y/o skier based in Sunnmøre this winter - looking for new mates!
Follow
Message
Eric
Oppdal
Freeride, skitouring
Moving to Oppdal in a few weeks, looking to connect with skiers in the area :)
Follow
Message
Matt
Åre
Freeride, skitouring
Spending two weeks in Åre in January - let´s connect!
Follow
Message
Chat
Hi Eric! I´m also spending the upcoming season in Oppdal. Will be there in the end of october - wanna grab a coffee?
Write Eric a message..

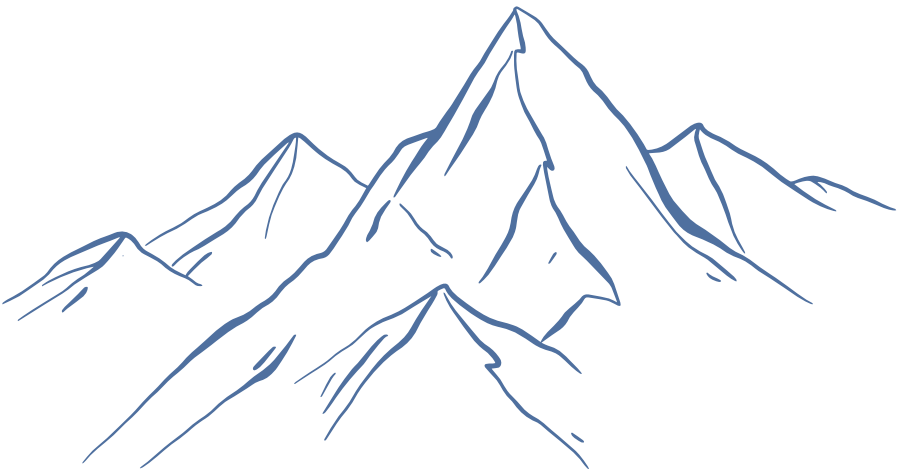

Adventure
Buddy


Choose your buddy
Kate
Sunnmøre
Freeride, skitouring
28 y/o skier based in Sunnmøre this winter - looking for new mates!
Follow
Message
Eric
Oppdal
Freeride, skitouring
Moving to Oppdal in a few weeks, looking to connect with skiers in the area :)
Follow
Message
Matt
Åre
Freeride, skitouring
Spending two weeks in Åre in January - let´s connect!
Follow
Message


Filters
Age
18-25
25-30
30-40
40-50 +
Gender
Female
Male
Other
Distance
< 60 km
60-150 km
150-200 km
Sport
Piste skiing
Freeride
Skitouring
Skill level
Beginner
Intermediate
Advanced
Expert
Courses & certifications
Glacier Travel
Wilderness First Aid
Avalanche safety
Search


Chat
Hi Eric! I´m also spending the upcoming season in Oppdal. Will be there in the end of october - wanna grab a coffee?
Eric
Hey! Absolutely :)
Write Eric a message..

Link to prototype





Reflection

Thoughts

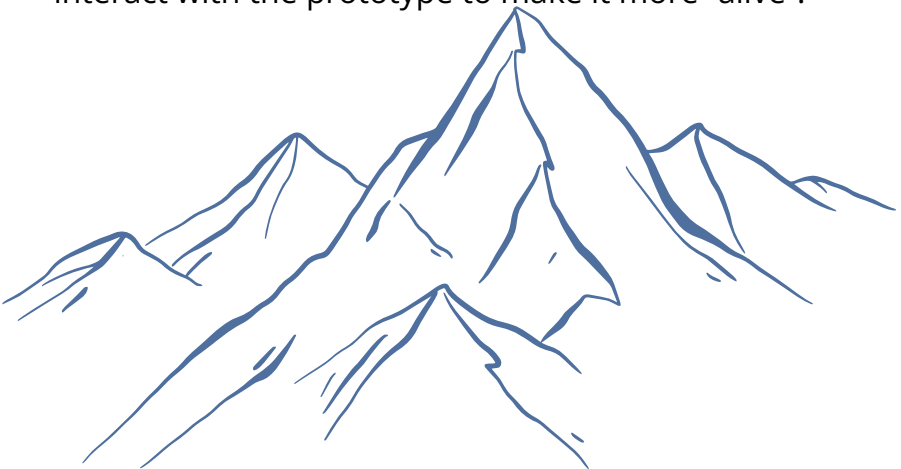
I`ve enjoyed diving into the fundamentals of interaction design and it ´s been a steep learning curve. Jumping straight into creating a prototype of a mobile application and being the sole designer allowed me to get hands on experience from the beginning to the end of the design process. This project has given me a strong foundation for further development within UX/UI design, prototyping and design thinking.

Future Improvemets

For future improvements of the prototype I would like to add more features tailored towards creating a ski community. This could include options to find groups, events, trips, destinations and guides.

I would also add options to create activites and upload photos and trip details.

I would also add more responsive elements like a scroll function, slide bar for the distance filter, more toggles and ways for the user to interact with the prototype to make it more “alive”.





References

- Photos page 9, Oak Website: https://getoak.app/
- Photo page 11: Google
- Photos Moodboard page 12: Google
- All other photos: Lena Grande / lenagrande.com

