



Enhancing Extended Wellbeing with YETI

Blue Team | Design Strategy Fall 2023



Meet Our Team



Lindsay Lipschultz

Experimenting



Mikayla Mai

Grit



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Provocation



Patrick Giavelli

Pattern Mapping



Sue Kim

Empathy

On Today's Agenda

- 01.** **Introduction**
Our Prompt and Approach
- 02.** **What we learned**
Research, Analysis, and Insights
- 03.** **Design Concept and Features**
Our Solution
- 04.** **The Experience**
5 E's: Entice, Enter, Engage, Exit, Extend
- 05.** **Business Case**
Desirability, Viability, and Feasibility

Introduction

Our Prompt and Approach



Challenge Prompt

How might we imagine a future where global wellbeing communities can feel more connected to each other, with AI as a consideration?



Mission

Our mission is to equip and inspire individuals to enjoy life to the fullest by providing premium products that stand up to the demands of everyday life

Vision

Redefine how people connect with their surroundings, passions, and each other through adventure while forging deeper social connections



Our Goals

YETI for everyday life

Expand YETI's capabilities to be able to adapt to and support users' ever-changing needs and lifestyles as a reliable companion

Enhance wellbeing and community engagement

Provide customers with personalized experiences that enhance their wellbeing and provide a sense of shared purpose



What we learned

Research, Analysis, and Insights

Research Objectives

Users' lifestyles

Understand the diverse needs, preferences, and lifestyles of YETI's users to identify any pain points and opportunity areas.

Personal wellbeing

Explore associations, emotions, and values that come to mind when consumers think of YETI, particularly in relation to extended wellbeing.

Viewpoint on AI

Understand consumers' expectations and concerns about integrating AI into YETI products/services, particularly in relation to wellbeing.

Global wellbeing

Explore consumers' aspirations for how the YETI brand could embody, support, or promote global wellbeing in the future.



We employed a variety of research methods



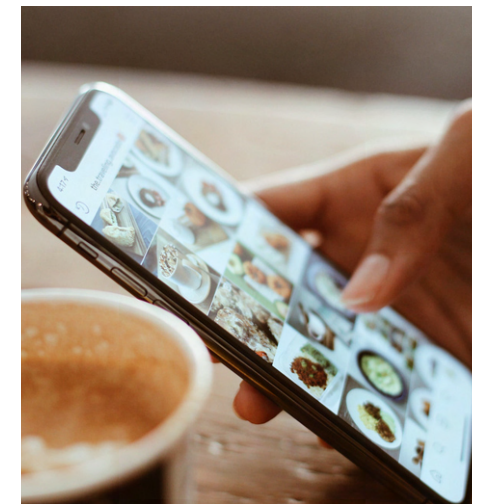
Observational Research



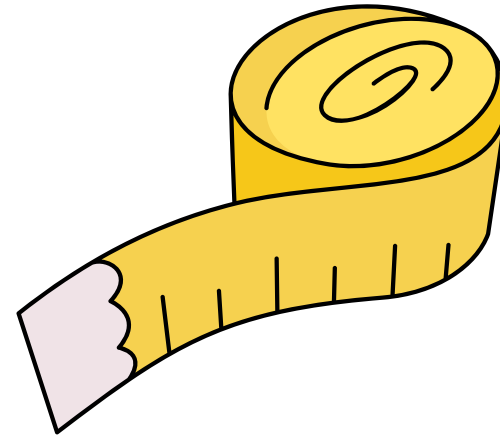
Contextual Interviews



Personal Immersion



Social Listening



Crafting Tailored Experiences

YETI users find fulfillment in curating a diverse assortment of drinkware products that seamlessly integrate into their daily routines. This reflects a deeper desire for tailored experiences that allow them to appreciate and enjoy their habits and outdoor activities while relying on YETI's high quality and optimal performance.



For smoothies



For sparkling water



For coffee



For water



For iced tea

YETI user, Jamie, who participated in contextual interviews shows her range of products in front of the camera.



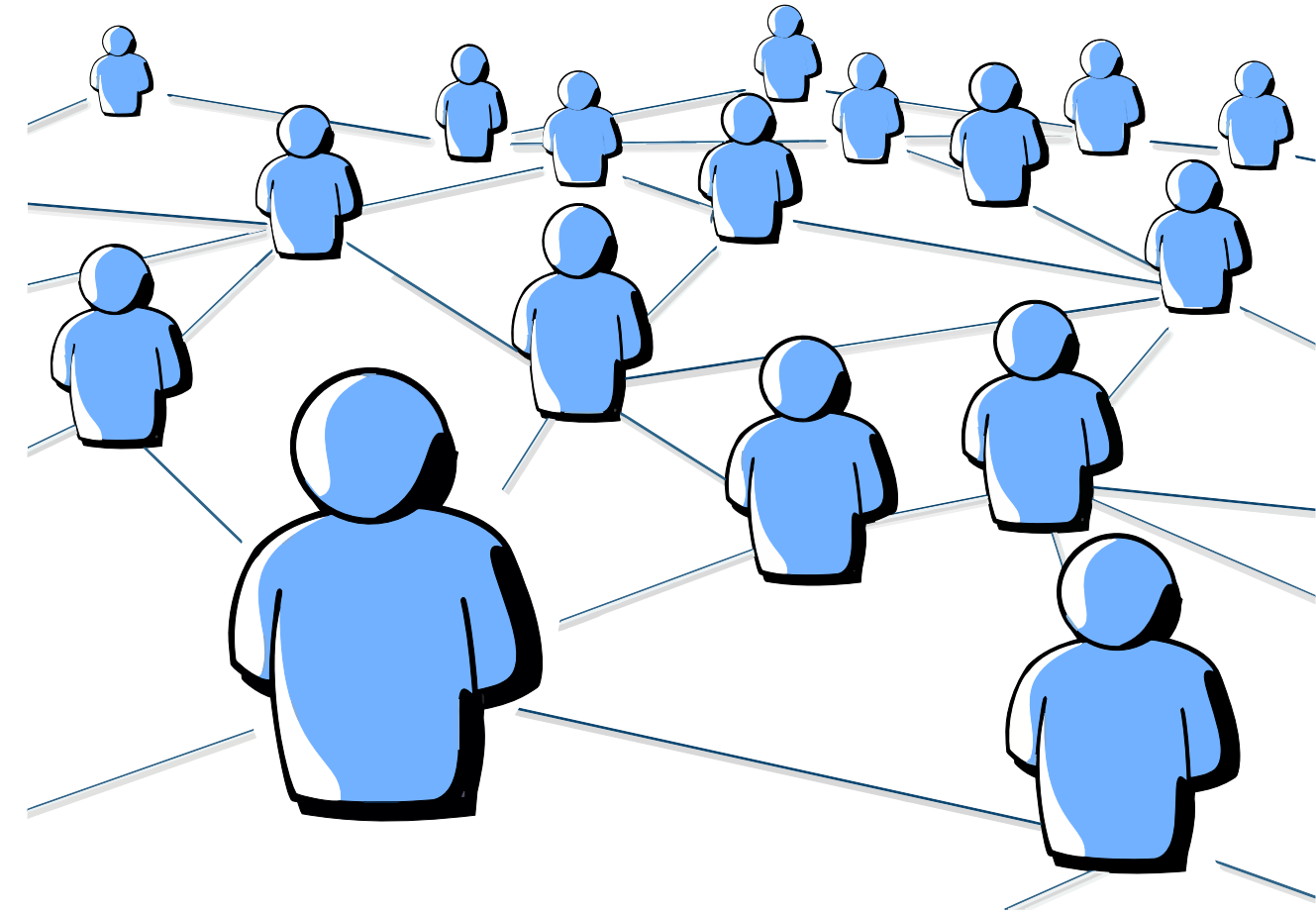
Cultivating a Sense of Community

YETI products foster a powerful sense of belonging within a community of enthusiasts through shared experiences and social connection. Leveraging the appreciation their users have for the brand, YETI users can come together to uplift their local communities and enhance collective wellbeing.



“Any time you bring out the cooler and start packing it you know it’s going to be a fun time”

Marissa, freshman at college



Forging Social Connection

People deeply value connections with family and friends for their well-being. YETI products, present during these moments, become symbols of cherished memories and communal experiences. Their absence is a missed opportunity to establish that symbol; while their presence evokes anticipation for future shared experiences.



“If I don’t feel well, I’ll distance from my friends, and they will start to notice it”.

Seth G, young working professional





Some YETI users value specialized products,
while others desire more versatility.





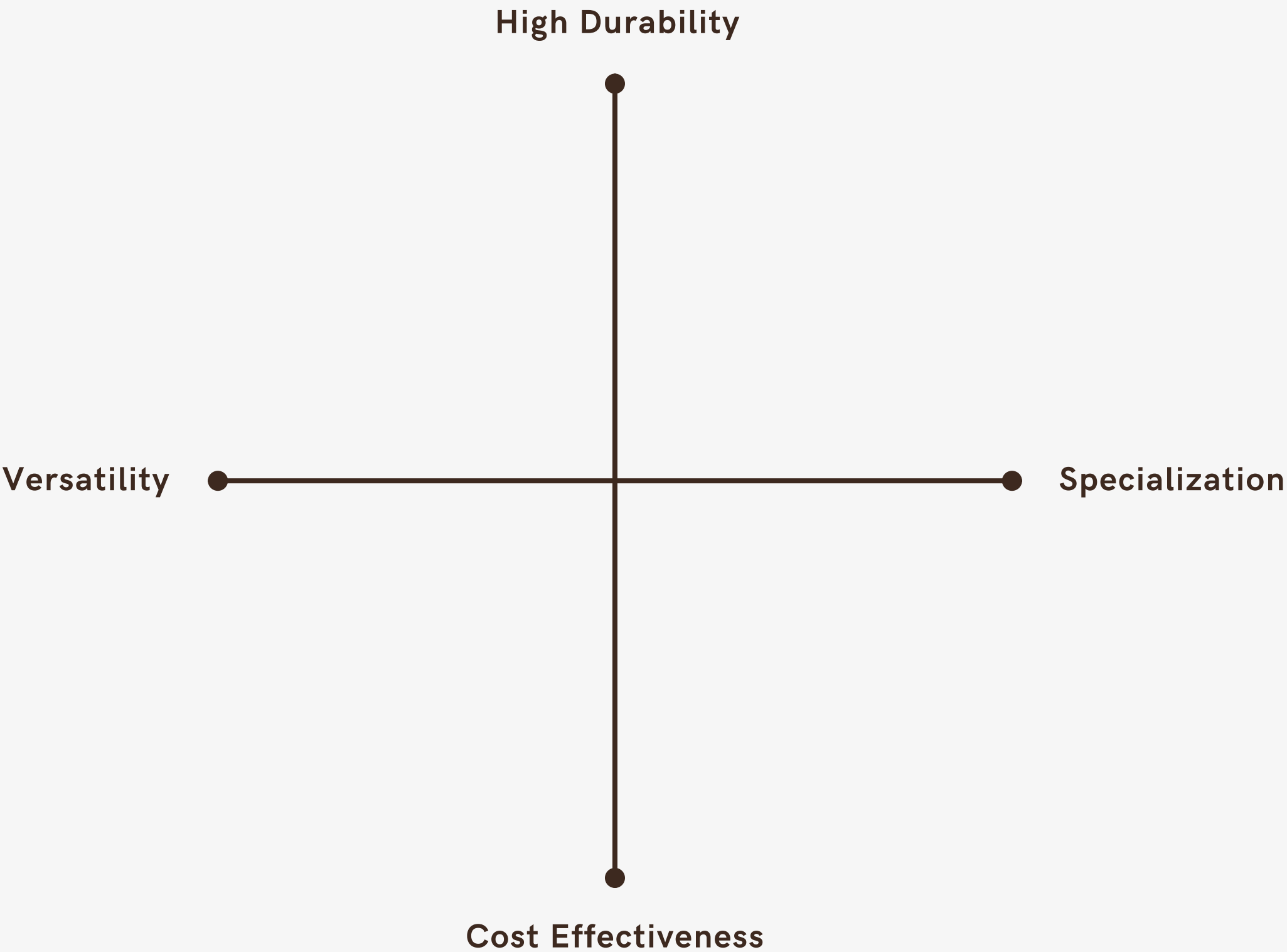
Some YETI users seek highly durable products,
while others are looking for more cost-effective options.

High Durability



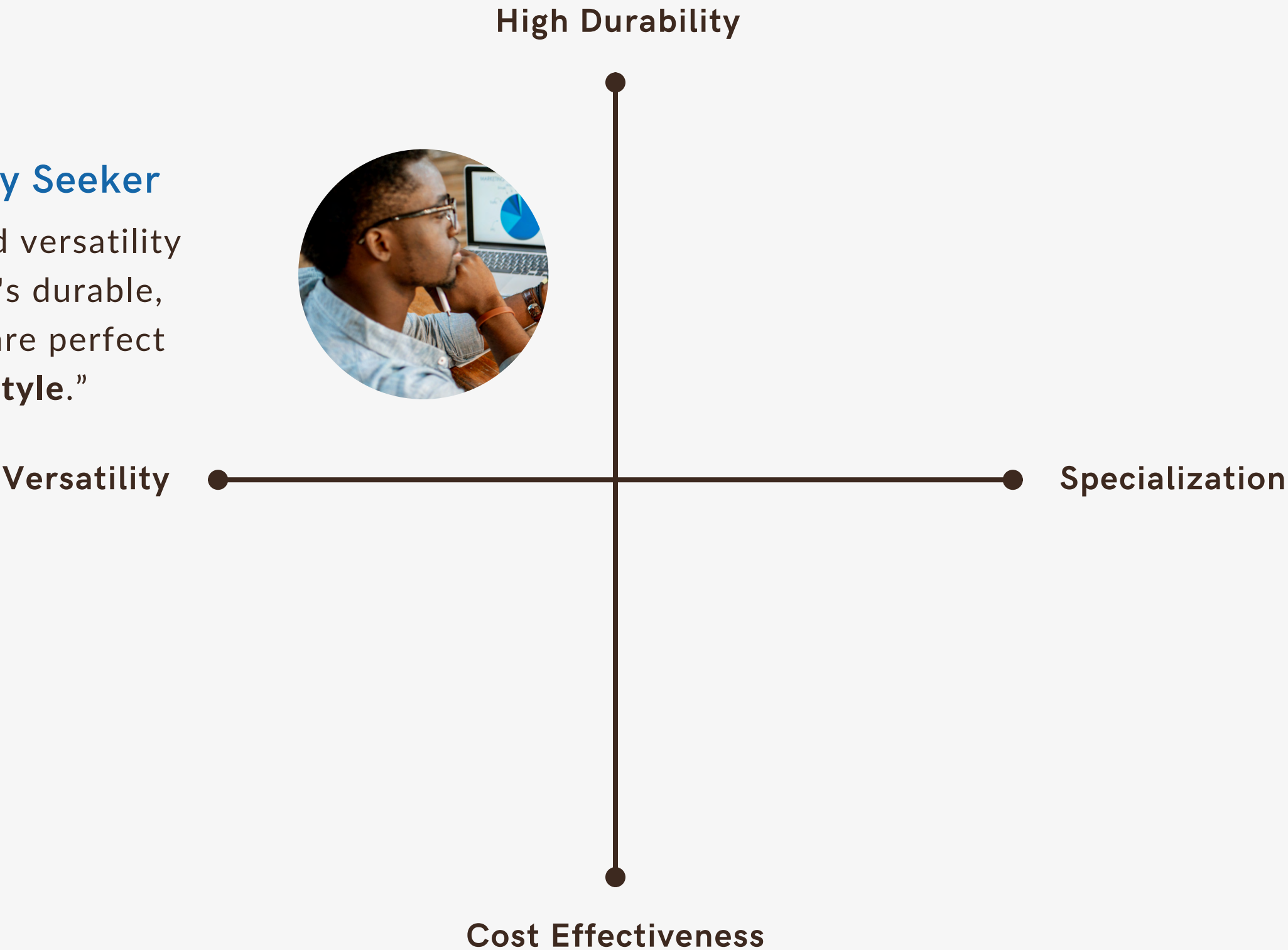
Cost Effectiveness

Creating a space where 4 unique archetypes emerged...



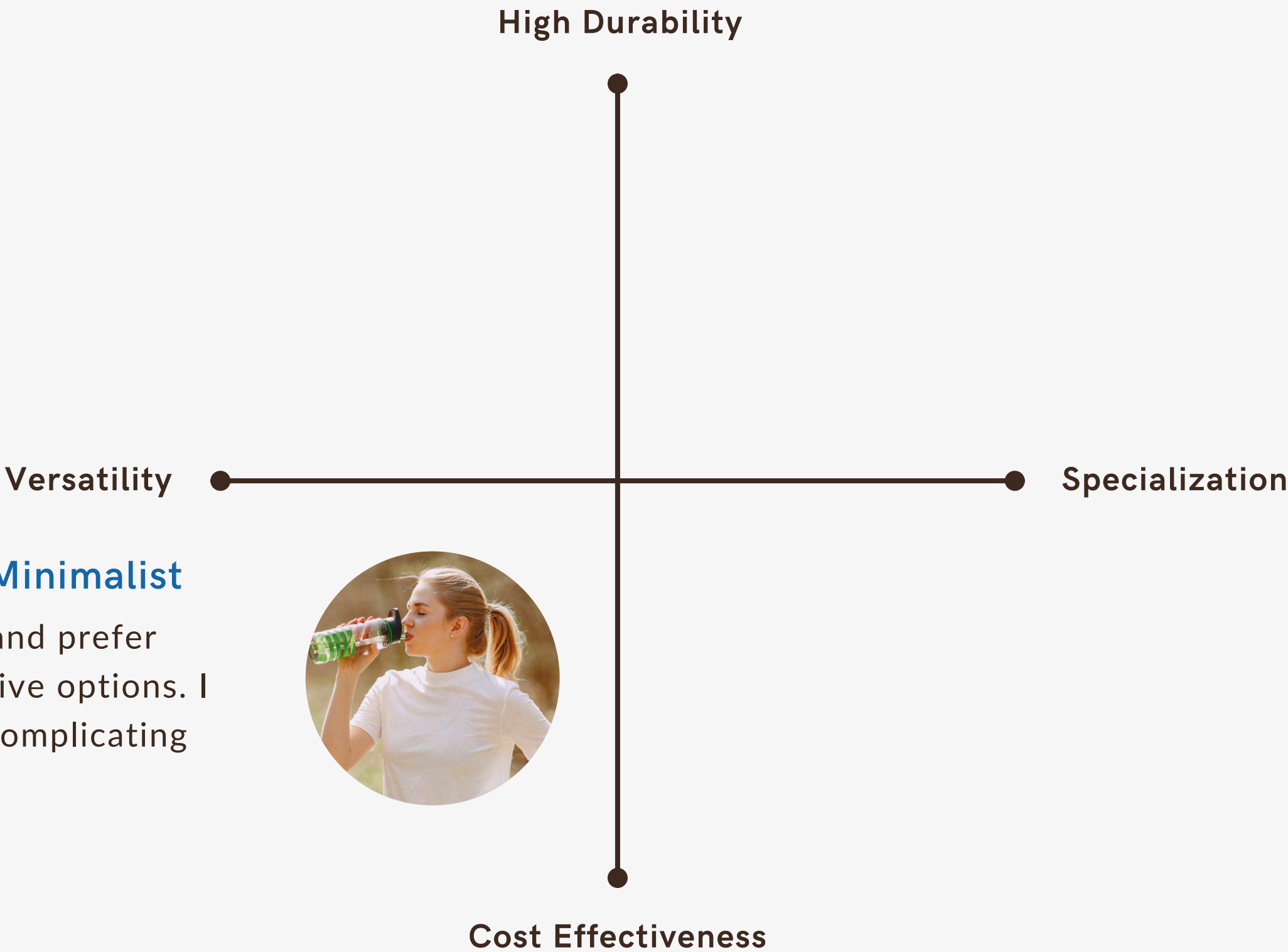
The Everyday Utility Seeker

“I seek practicality and versatility in my drinkware. YETI's durable, all-purpose products are perfect for my **on-the-go lifestyle.**”





Archetypes

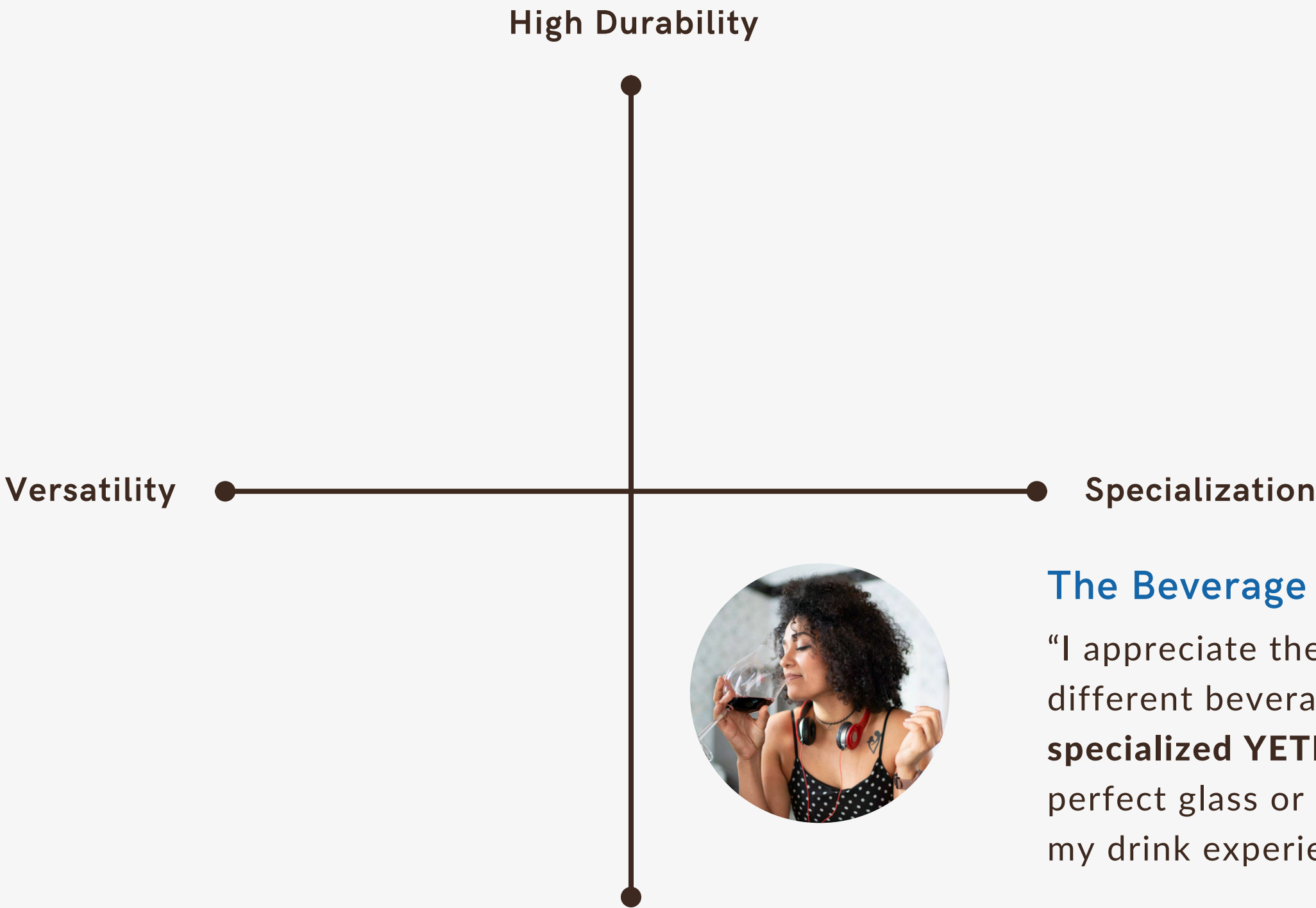


The Budget-Conscious Minimalist

“I'm **mindful of my budget** and prefer YETI's versatile, cost-effective options. I **value quality** without overcomplicating my drinkware choices.”



Archetypes

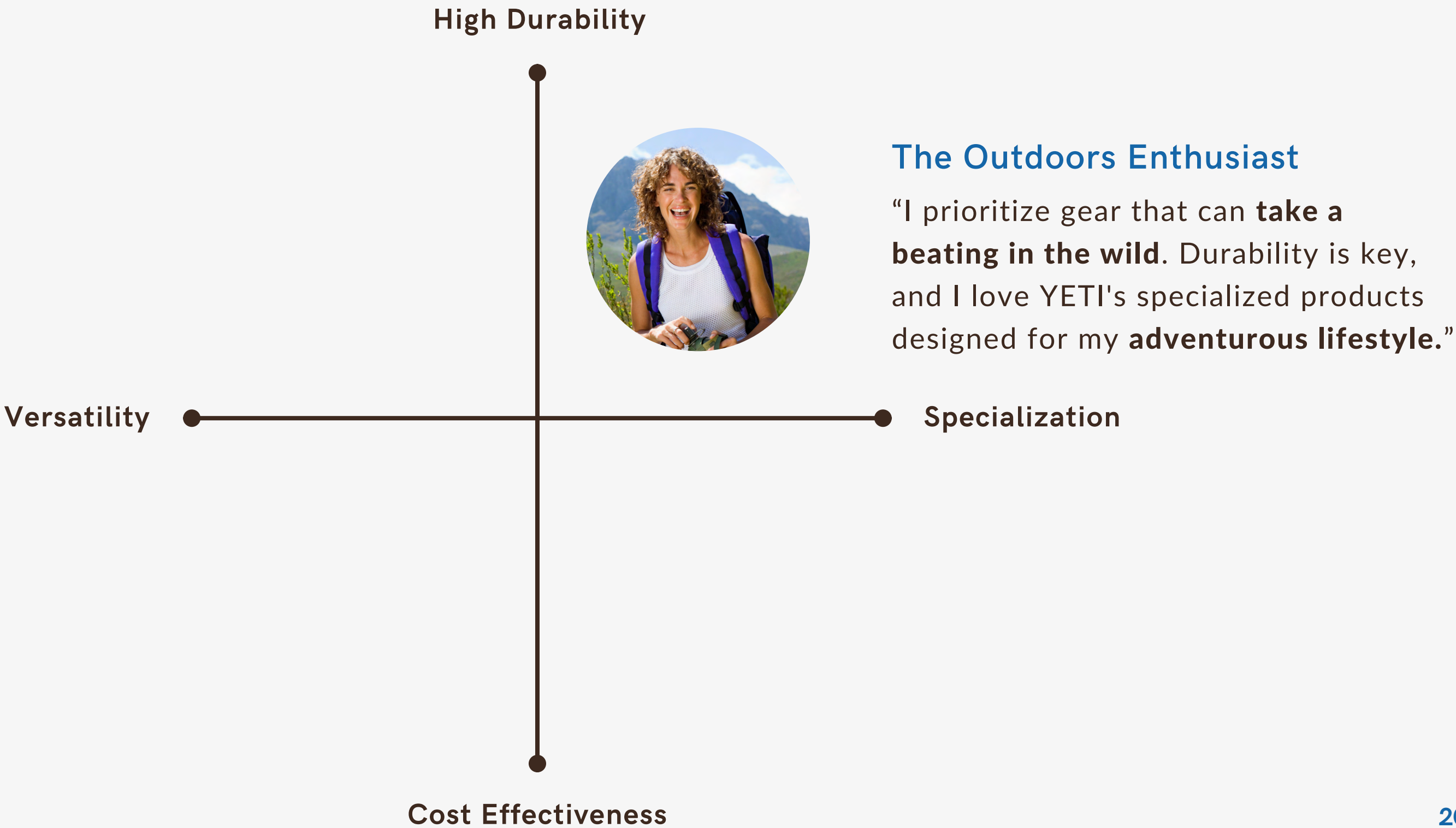


The Beverage Connoisseur

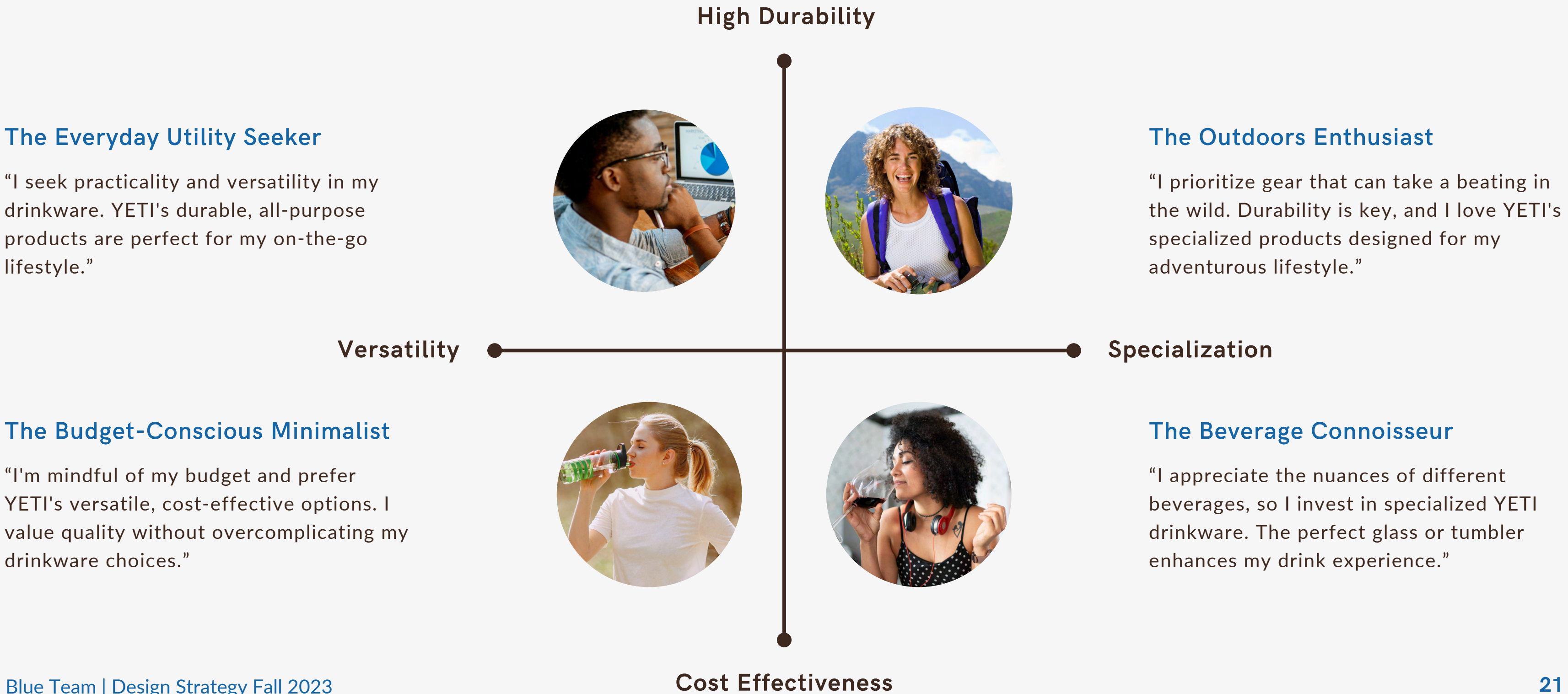
“I appreciate the nuances of different beverages, so I **invest in specialized YETI drinkware**. The perfect glass or tumbler enhances my drink experience.”



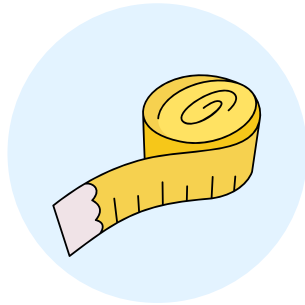
Archetypes



Archetypes

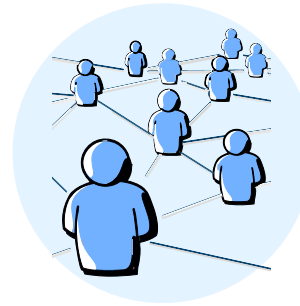


Insights



Crafting tailored experiences

YETI users find fulfillment in curating a diverse assortment of drinkware products that seamlessly integrate into their daily routines. This reflects a deeper desire for tailored experiences that allow them to appreciate and enjoy their habits and outdoor activities while relying on YETI's high quality and optimal performance.



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Our Focus



Crafting tailored experiences

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Functionality and Quality

YETI's foundation is built on unwavering functionality and unparalleled quality. Their range of products are meant to be reliable companions, designed to endure the toughest conditions.





Lifestyle and Identity

Beyond the practical, YETI can cultivate a lifestyle synonymous with adventure, passion for the outdoors, and quality living. Owning a YETI is an expression of a vibrant, active identity.



Community Engagement & Shared Experiences

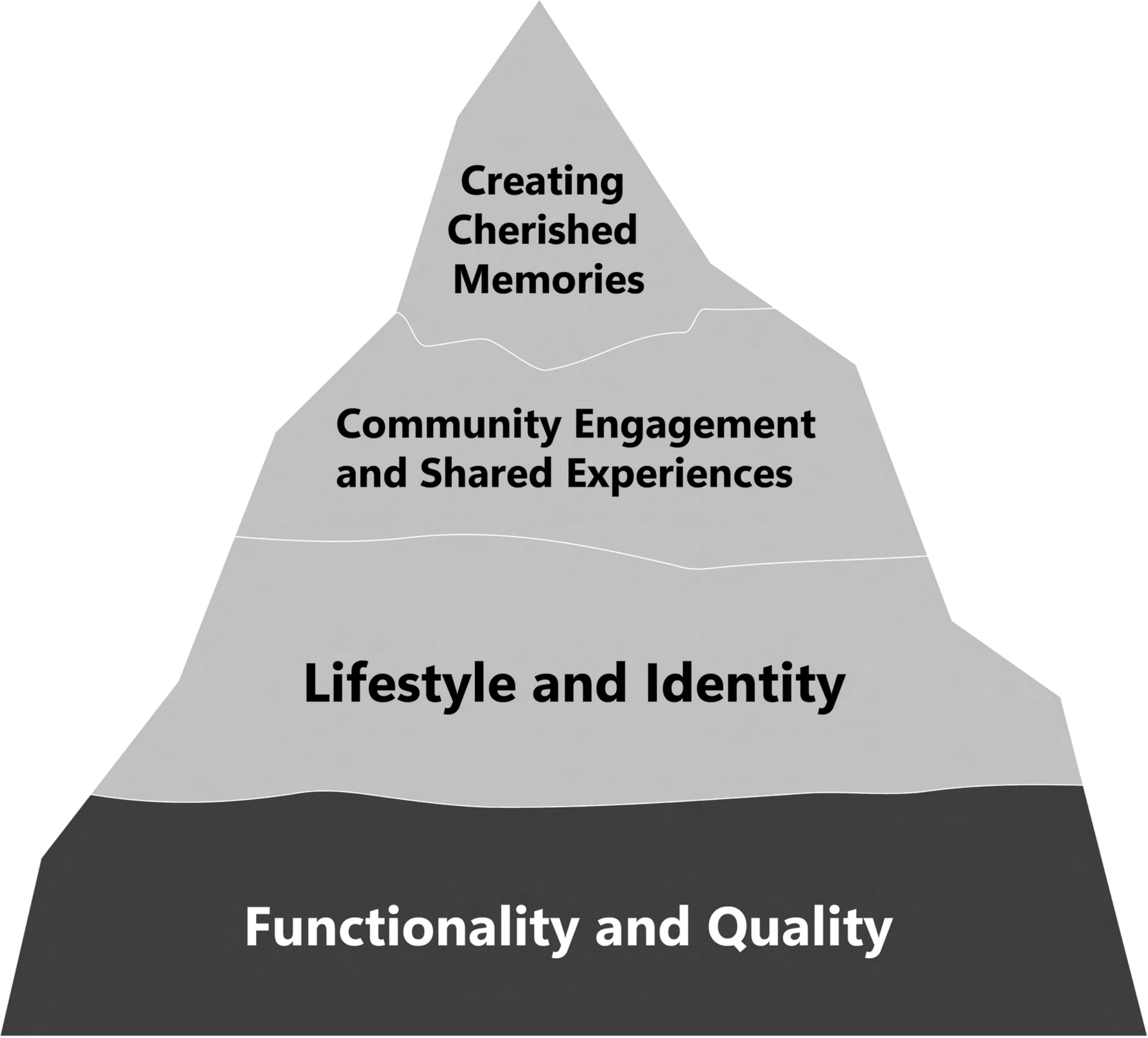
YETI can elevate their brand presence and foster a community of like-minded enthusiasts, by creating opportunities to connect, share stories, and participate in outdoor activities together.

Creating Cherished Memories

The pinnacle of the pyramid is about elevating the YETI experience from products to creating lasting memories, by facilitating opportunities for customers to forge deep connections with family and friends through shared moments.

Opportunity Space

YETI Core



How Might We...

strengthen and expand the YETI enthusiast community to foster even deeper connections among users?

amplify the presence of YETI products in communal experiences to consistently evoke anticipation and deepen shared memories?

Design Concept and Features

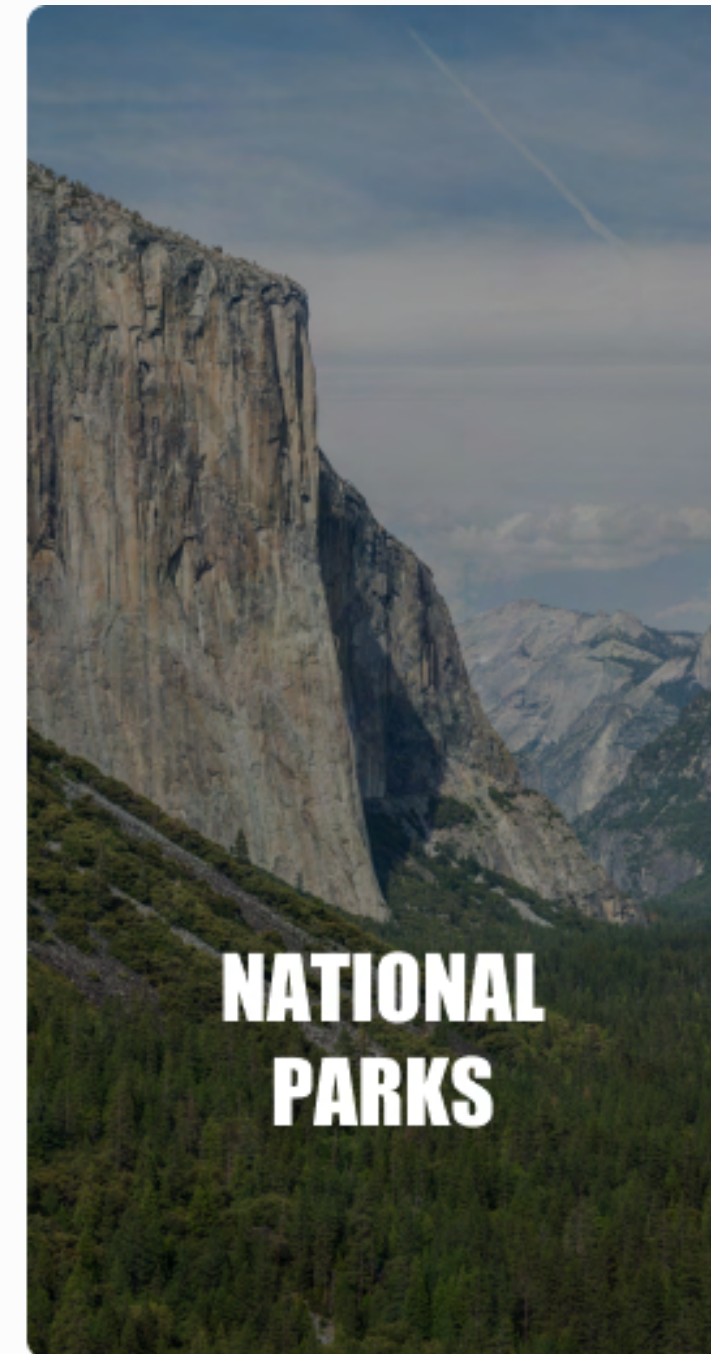
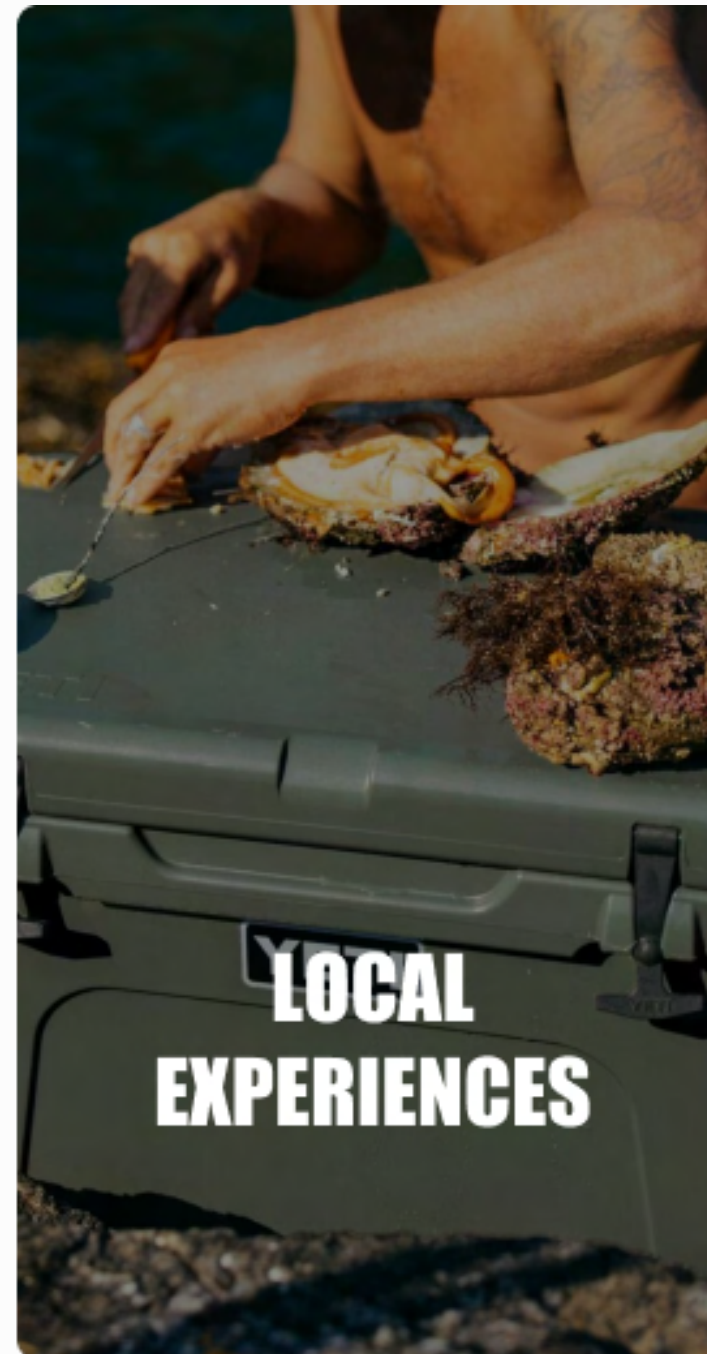
Our Solution



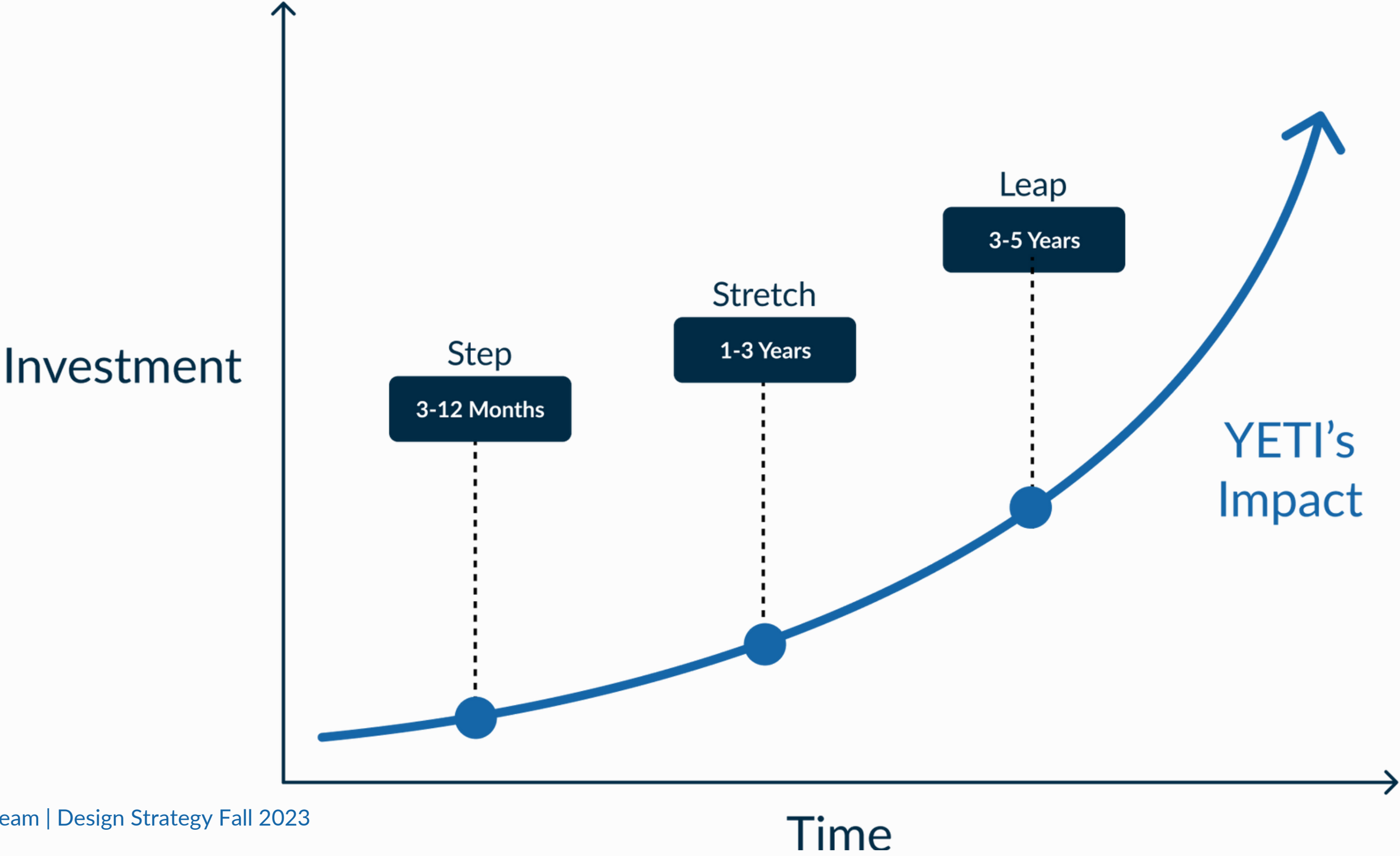
ADVENTURE CLUB

For adventure seekers who desire meaningful relationships that build **connection** and enhance **wellness**, Adventure Club offers events, excursions, and exclusive merchandise that foster **shared experiences** and **cherished moments**.

What the Adventure Club offers



Each offering will specify three separate deployment stages depending on time and financial commitment from YETI.



Wild Experiences

YETI

WHAT IT IS & WHY IT MATTERS

Our flagship offering, YETI Wild Experiences, is a curated series of guided hikes in diverse terrains, providing a comprehensive **outdoor experience**.

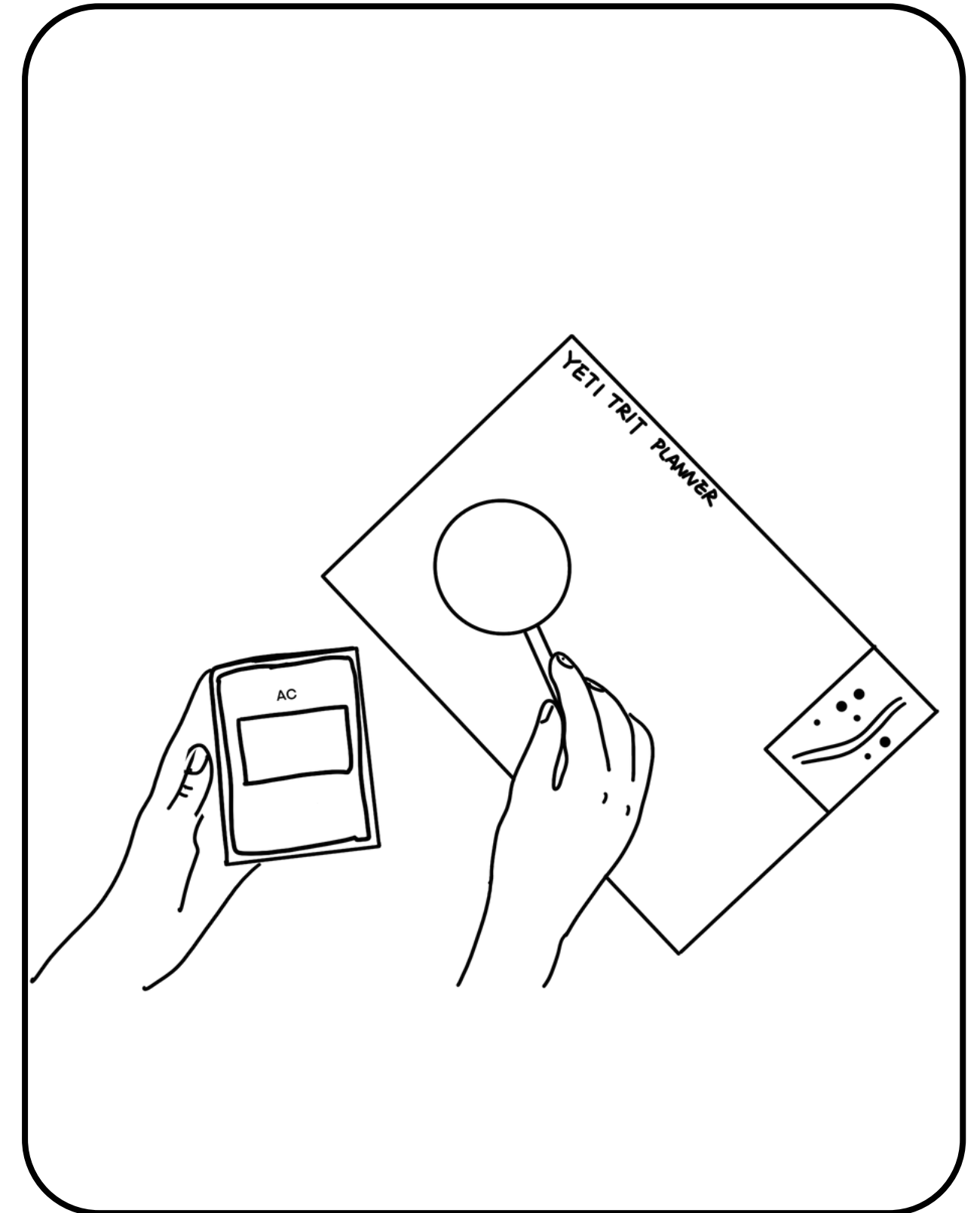
It offers unique, memorable experiences that go beyond traditional product usage, fostering a deeper connection with nature, the outdoors, and like-minded individuals.

INDUSTRY PARALLELS



FEATURES & BENEFITS

- Expert-led hikes, educational workshops, community building, and the practical use of YETI's outdoor products.
- AI planned big trips for family and friends. Trip selections are based on user's preferences.



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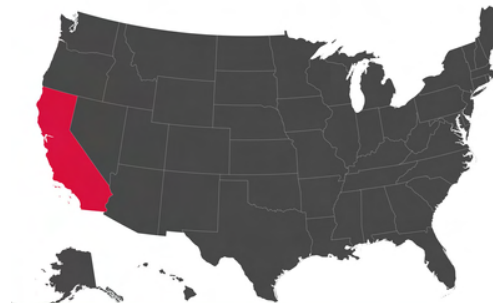


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STEP

Launch pilot providing comprehensive excursions in highland terrains in a major US location (i.e., Yosemite, Appalachian Trail, etc.)



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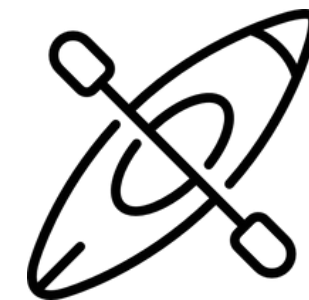
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STEP

STRETCH

Expand geographic reach by introducing additional adventure series like Coastal Kayaking Adventures and Desert Exploration Expeditions.



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STEP

STRETCH

LEAP

Position the Adventure Club as a leader in the outdoor adventure and eco-tourism sectors. Expansion nationally and internationally in all major US and Canadian national parks.



Local Experiences

WHAT IT IS & WHY IT MATTERS

YETI Local Experiences is a community-focused initiative, designed to bring YETI enthusiasts together through a variety of **local events**.

The service aims to deepen the connection between **YETI users** and the **brand** by facilitating real-world interactions and experiences in **local settings**.

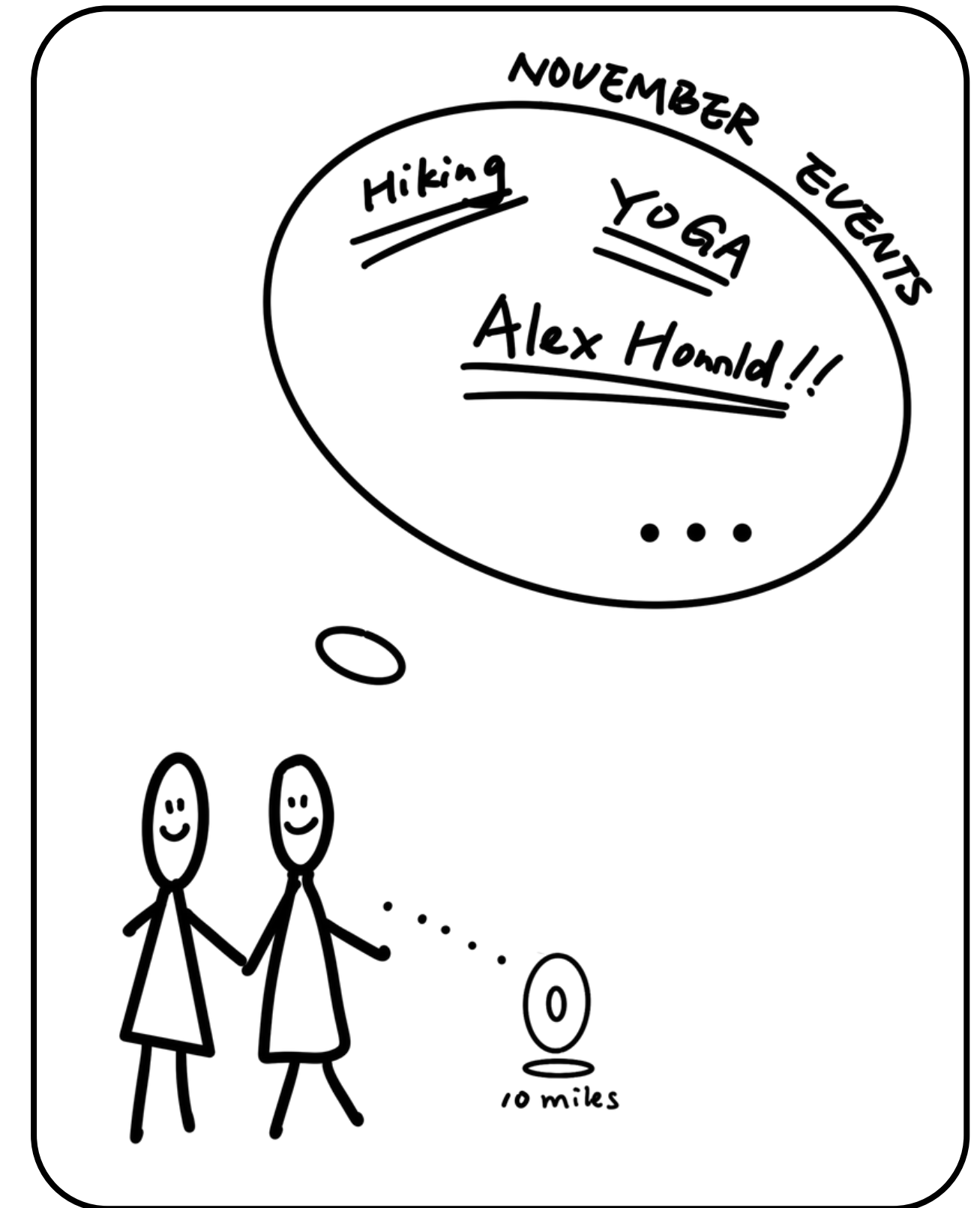
INDUSTRY PARALLELS



FEATURES & BENEFITS

These events range from environmental initiatives and outdoor workshops to social gatherings and mini-adventures.

- Outdoor skills workshops (e.g., wilderness first aid, outdoor photography).
- Local adventure outings (e.g., day hikes, fishing trips, bird watching).
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STEP

Launch pilot events in select locations to test various formats (workshops, outings, social gatherings). Develop partnerships with local businesses and outdoor communities.



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STEP

STRETCH

Introduce a broader range of activities, catering to diverse interests within the outdoor community (outdoor photography classes, tailored training in preparation for advanced hikes, local experiences with YETI sponsored athletes, etc.)



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STEP

STRETCH

LEAP

Develop a community-led event framework, where enthusiasts can propose and lead their own YETI events.

AI involved with the product. Users only need to pin their preferences of locations, interests, and allow the access to their calendar.



National Parks



WHAT IT IS & WHY IT MATTERS

YETI National Parks is a unique **service** offering within the Adventure Club, providing members with exclusive benefits at **US national parks**.

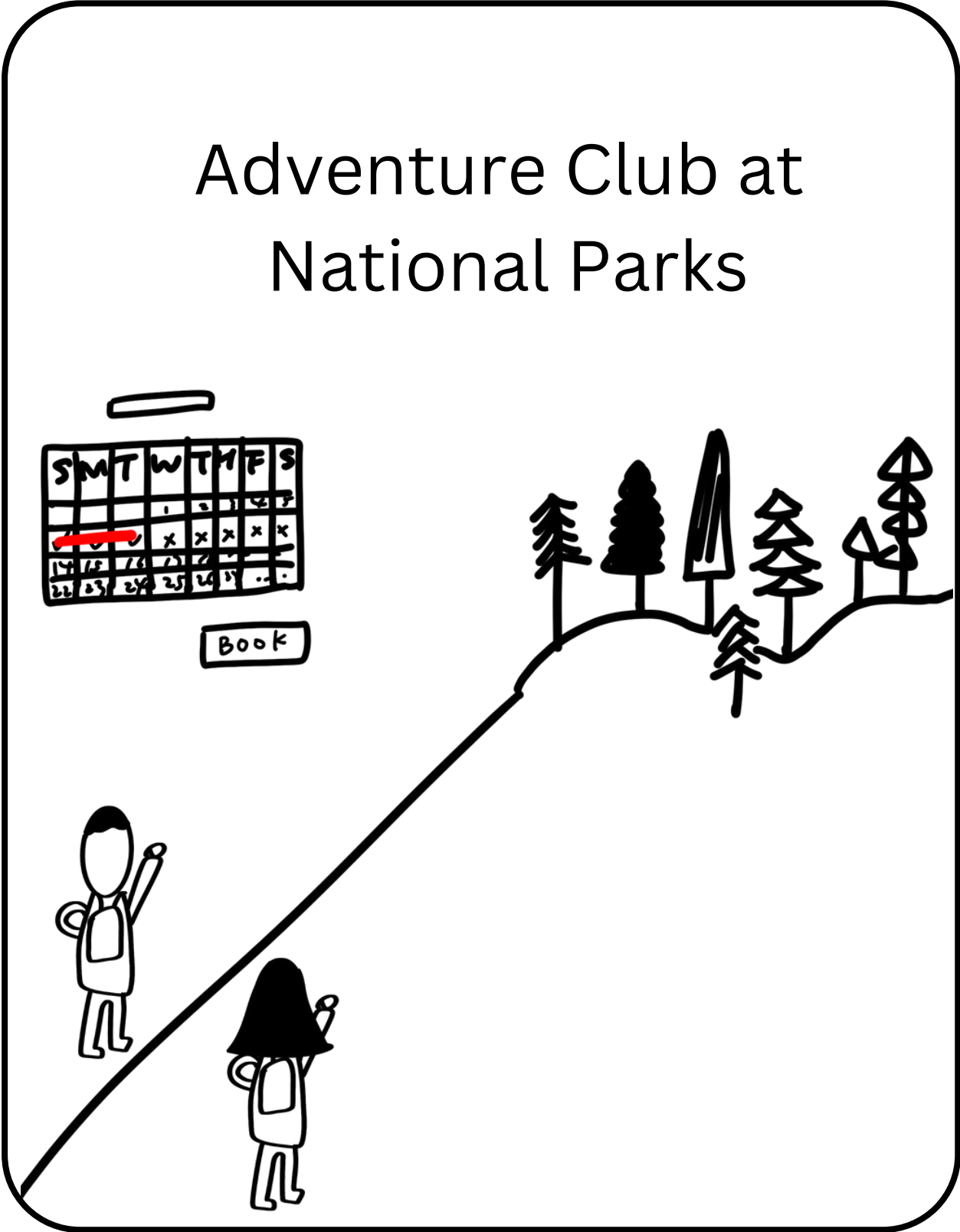
It elevates the national park visitation experience for members, making it more enjoyable and less stressful.

INDUSTRY PARALLELS



FEATURES & BENEFITS

Benefits include advanced booking rights for camping, access to special guided tours, and the option to rent high-quality YETI gear.



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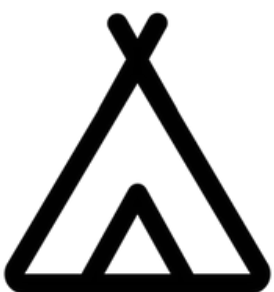


FEATURES & BENEFITS

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STEP

Initiate pilot programs in a few high-profile national parks and provide camping booking rights.



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STEP

STRETCH

Introduce YETI-branded information kiosks and gear rental stations in these parks.



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STEP

STRETCH

LEAP

Create YETI camping bases at major US national parks with exclusive access given to Adventure Club members.



YETI Exclusive Products



WHAT IT IS & WHY IT MATTERS

YETI Exclusive Products is a **premium service** offered to members of the Adventure Club, providing them with access to **limited edition** coolers, drinkware, camping gear, and other specialized outdoor equipment.

It significantly increases the value of the Adventure Club membership, offering **unique products** that members can't find elsewhere.

INDUSTRY PARALLELS



Color-Changing
Plastic Reusable Hot
Cup with Pearl Lid - 16
fl oz

FEATURES & BENEFITS

Access to limited edition YETI products and early-bird access to incoming lines.



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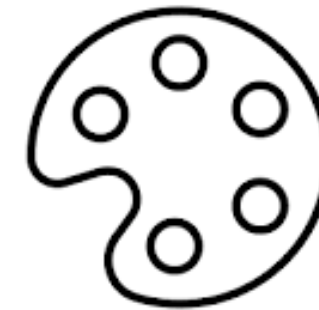
Color-Changing
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FEATURES & BENEFITS

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STEP

Launch with a selected range of exclusive products, such as limited edition coolers and drinkware.



YETI Exclusive Products



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STEP

STRETCH

Involve members more directly in product development through surveys, beta testing, and feedback sessions.



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FEATURES & BENEFITS

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STEP

STRETCH

LEAP

Involve national artists to develop exclusive capsule collections for YETI products.



The Experience

5 E's: Entice, Enter, Engage, Exit, Extend

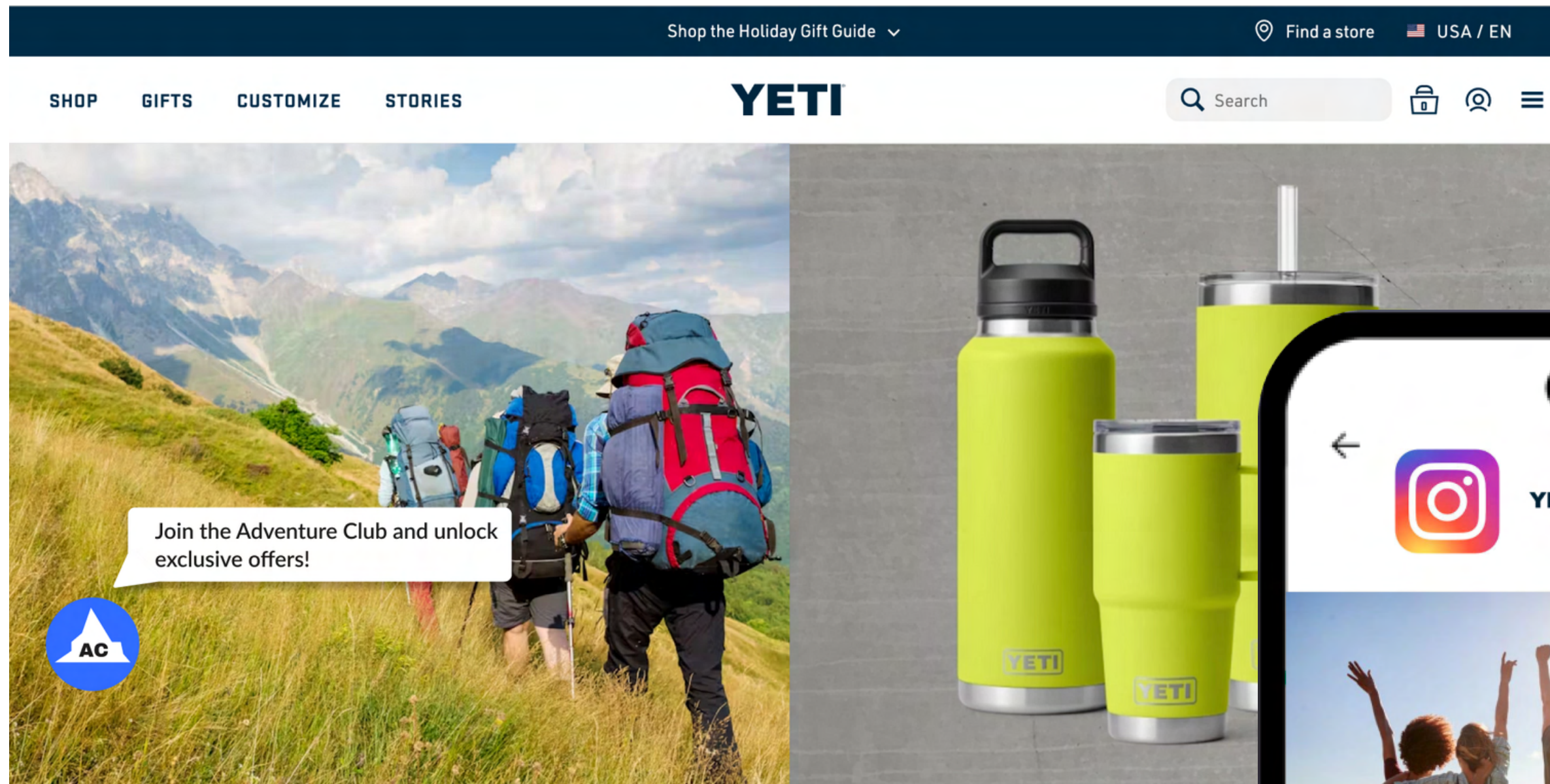
Entice

Enter

Engage

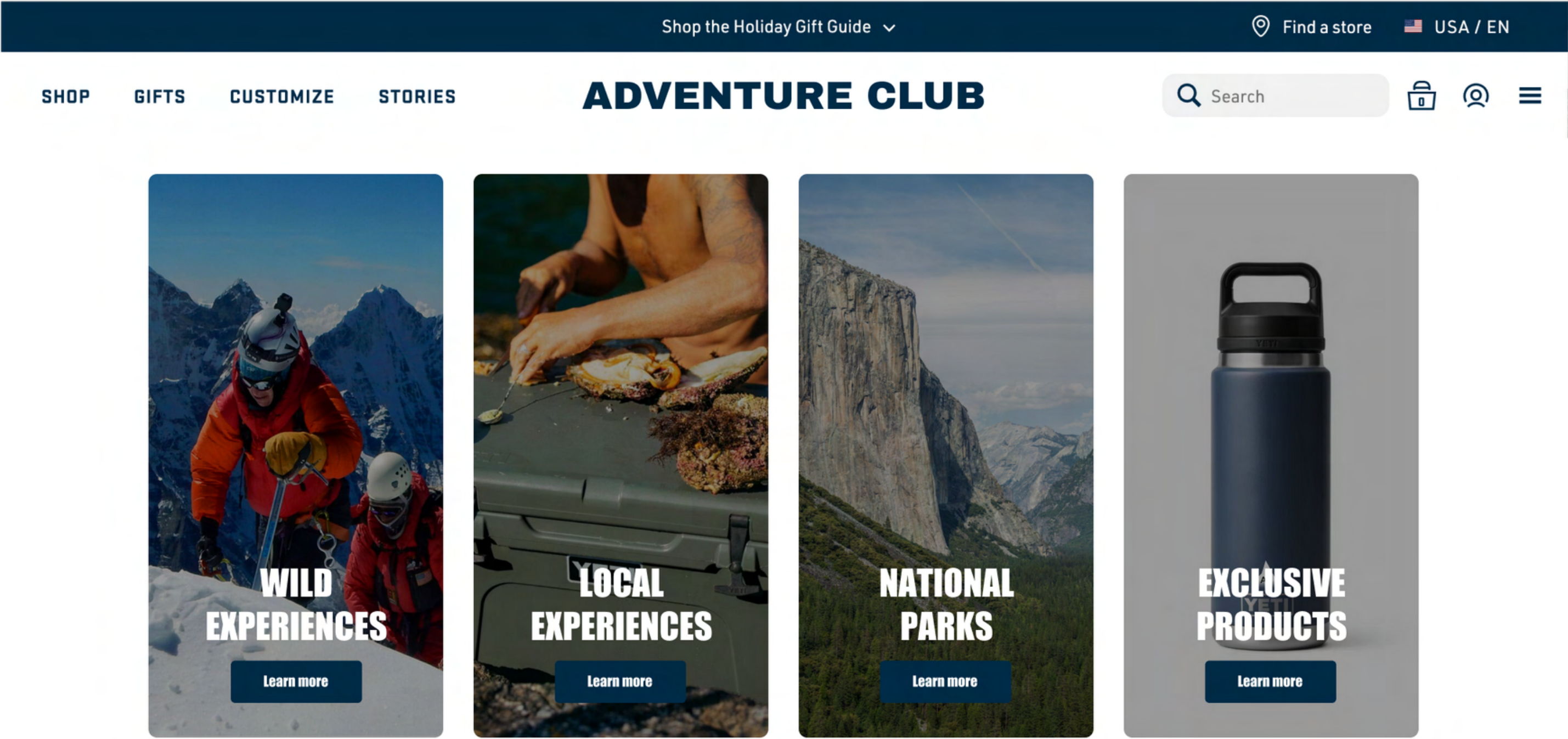
Exit

Extend



Website and social media marketing,
seeing others with exclusive merch






Enrollment on website

Adventure Club > Local Experiences


Discover Adventure in Your Backyard

Get ready to explore the great outdoors like never before. Yeti Local Experiences brings unique, member-only outdoor events right to your local community. It's time to start your next adventure, close to home.



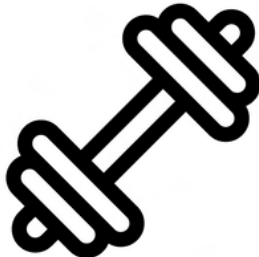
Local adventure outings

Join us on local activities such as hikes, fishing trips, bird watching.



Social gatherings

Join us in local social gatherings such as barbecues, campfire evenings.



Tailored training

Planning an advanced hike? Come and train with the professionals in a range of outdoor disciplines.


Learn more

Local Events

Adventure Club > Wild Experiences


Embark on the Adventure of a Lifetime

Discover the untamed beauty of highland trails with the Adventure Club's exclusive Rocky Mountains Series. Tailored for adventure enthusiasts, this series promises an immersive experience in some of the most breathtaking highland landscapes.




Expertly Guided Hikes

Each trail is led by seasoned guides and Yeti-sponsored athletes, ensuring a safe and enriching journey.



Skill-Building Workshops

Each trail is led by seasoned guides and Yeti-sponsored athletes, ensuring a safe and enriching journey.



Diverse Terrains

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Learn more

Trips


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Adventure Club > National Experiences

Explore America's Natural Wonders

Embark on a journey through the majestic landscapes of America's national parks. Yeti National Parks offers exclusive benefits and experiences to Adventure Club members, enhancing your exploration of these iconic natural treasures.



Priority booking

Enjoy advanced booking rights for camping and accommodations in popular national parks.

Learn more

National Parks

Entice


Enter

Engage

Exit

Extend

Shop the Holiday Gift Guide ▾

📍 Find a store  USA / EN

SHOP GIFTS CUSTOMIZE STORIES

ADVENTURE CLUB

🔍 Search



Adventure Club > Exclusive Products



26 OZ WATER BOTTLE

WITH CHUG CAP

\$ 30.00

A leakproof cap is newly added
amount of hydration - with a ch

- 100% leakproof
- Easy to carry
- Double0wall vacuum insulat
- Compatible with straw cap a

Add to cart



New merchandise and photos of trips
and events

Entice

Enter

Engage

Exit

Extend



Connections with the community
and continued engagement

Business Case

Desirability, Viability, and Feasibility

DESIRABILITY

- Do YETI's customers **want** to be part of Adventure Club?
- What **benefits** will this provide to customers?
- Will this help **attract** new customers?

VIABILITY

- How will the Adventure Club help increase YETI's **brand presence** and **engagement**?
- Are there potential **revenue streams** within the Adventure Club model?
- What **benefits** will the Adventure Club bring to YETI?

FEASIBILITY

- What **existing capabilities** can be leveraged to manage and sustain the Adventure Club?
- What **additional capabilities** might be needed to **build** and **expand** the Adventure Club?
- How **scalable** is the Adventure Club, considering potential **growth** in membership?

DESIRABILITY

VIABILITY

FEASIBILITY

WHY DO USERS WANT TO JOIN ADVENTURE CLUB

- YETI's customers desire an elevated brand experience that moves beyond basic, functional needs and enriches their lives by cultivating a sense of community, shared experiences, and creating cherished memories.

WHAT BENEFITS DO CUSTOMERS RECEIVE

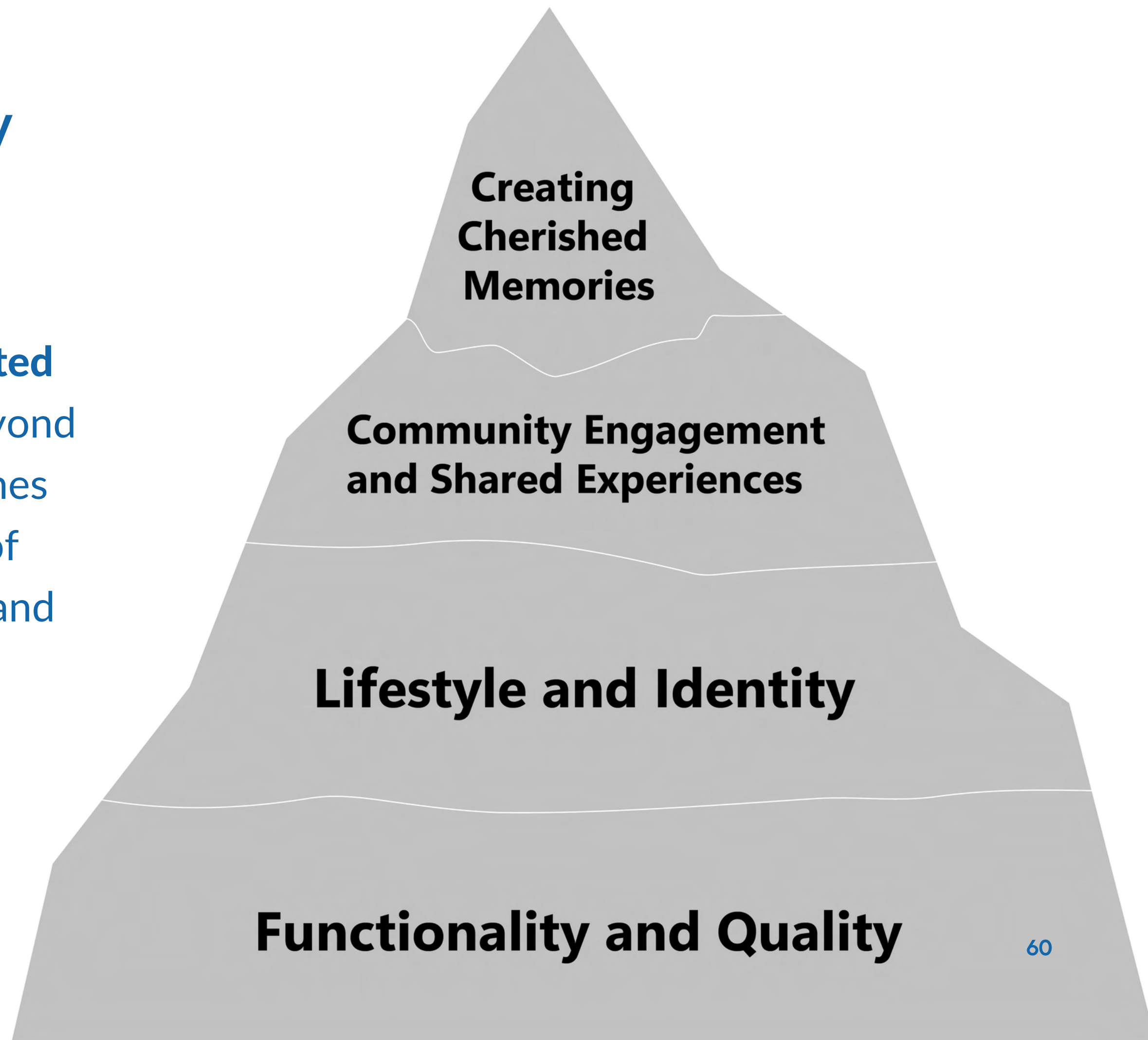
- Community engagement
- Enhanced wellbeing
- Exclusive access
- Sense of fulfillment and purpose

WILL THIS ATTRACT NEW CUSTOMERS

- The exclusive experiences will attract new customers to YETI
- The premium products available only to Adventure Club members will attract current YETI enthusiasts to join the club and show off their status to other potential subscribers

Business Case: Desirability

YETI's customers **desire an elevated brand experience** that moves beyond basic, functional needs and enriches their lives by cultivating a sense of community, shared experiences, and creating cherished memories.





“I love the look of it. I love the feel of it. And the top on this one is my favorite. It has this magnetic slider. That just works better than every other tumbler I've had.”

Brad H, avid traveler





"It'd be really cool if YETI did a custom select of cups by different outdoor artists like even on the coolers, you know, to decorate them. I think that'd be really cool. I think a lot of people would buy into that."

Sebastian V, outdoors enthusiast



"I love the look of it. I love the feel of it. And the top on this one is my favorite. It has this magnetic slider. That just works better than every other tumbler I've had."

Brad H, avid traveler





"I enjoy learning new things like traveling, learning about new cultures, and understanding who you are in the broader context of the world"

Stephanie, caretaker & passionate about swimming



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**Creating
Cherished
Memories**

**Community Engagement
and Shared Experiences**

Lifestyle and Identity

Functionality and Quality



“YETI is about being adventurous, being outdoors, and making memories”

Marissa, freshman at college



“I enjoy learning new things like traveling, learning about new cultures, and understanding who you are in the broader context of the world”

Stephanie, caretaker & passionate about swimming



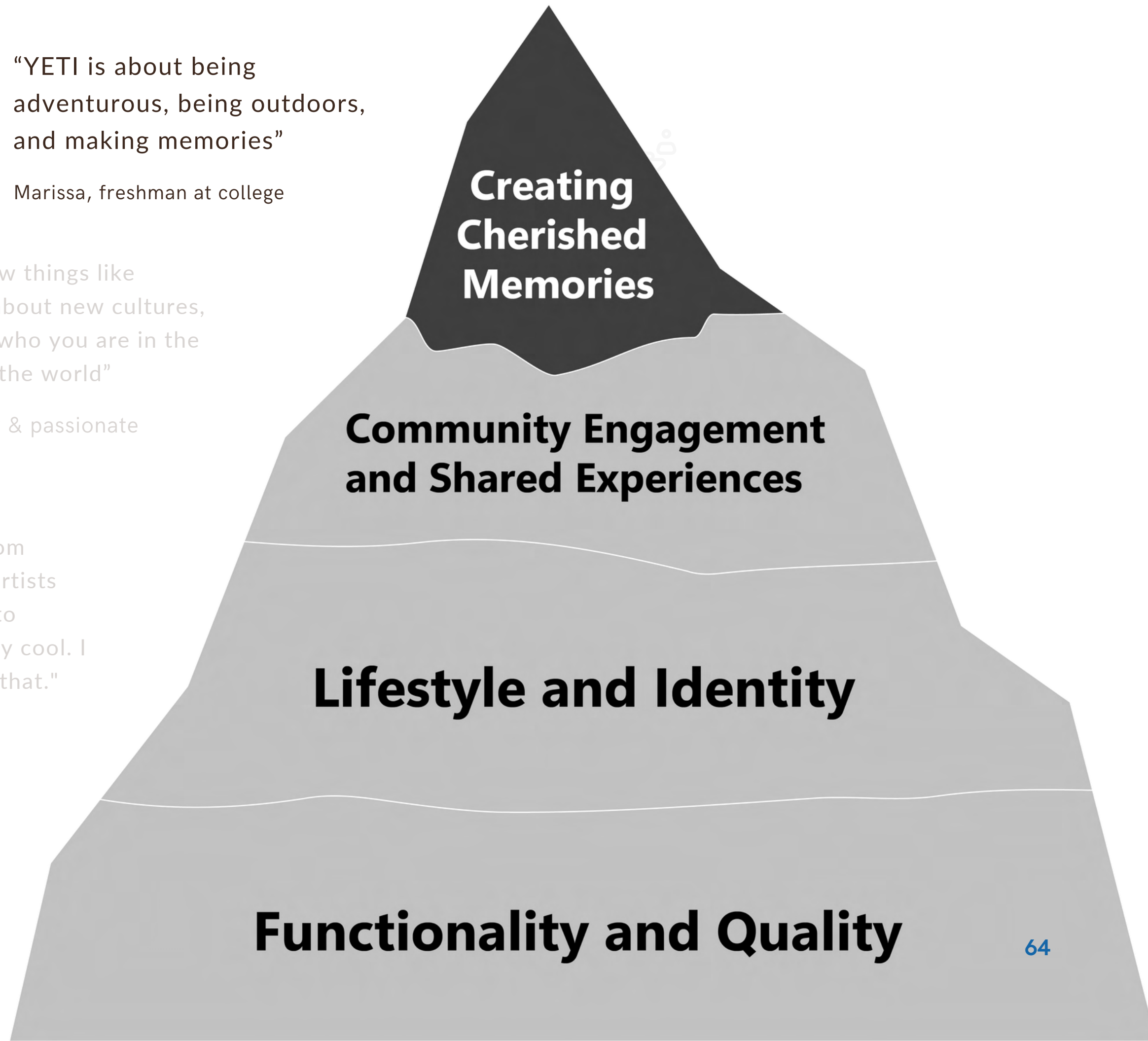
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How Adventure Club benefits YETI's users

Community Engagement

Forge meaningful connections with fellow YETI enthusiasts who share a passion for adventure and exploring the outdoors.



Exclusive Access

Members gain access to limited edition merchandise, exclusive events, and outdoor experiences that keep them active and engaged.



Enhanced Wellbeing

Promotes the overall wellbeing of its members, offering tools and resources to promote a balanced and healthy lifestyle



Sense of Fulfillment and Purpose

Provides a fun and motivating way to set and achieve outdoor goals, fostering a sense of accomplishment and empowerment.



Business Case: Viability



DESIRABILITY

VIABILITY

FEASIBILITY

WHAT IT IS & WHY IT MATTERS

- Build **partnerships** with other brands in the industry
- Advocate YETI **Ambassadors** who are active on social media
- Collaborate with **volunteer** organizations to work with sponsored events and adventure trips.

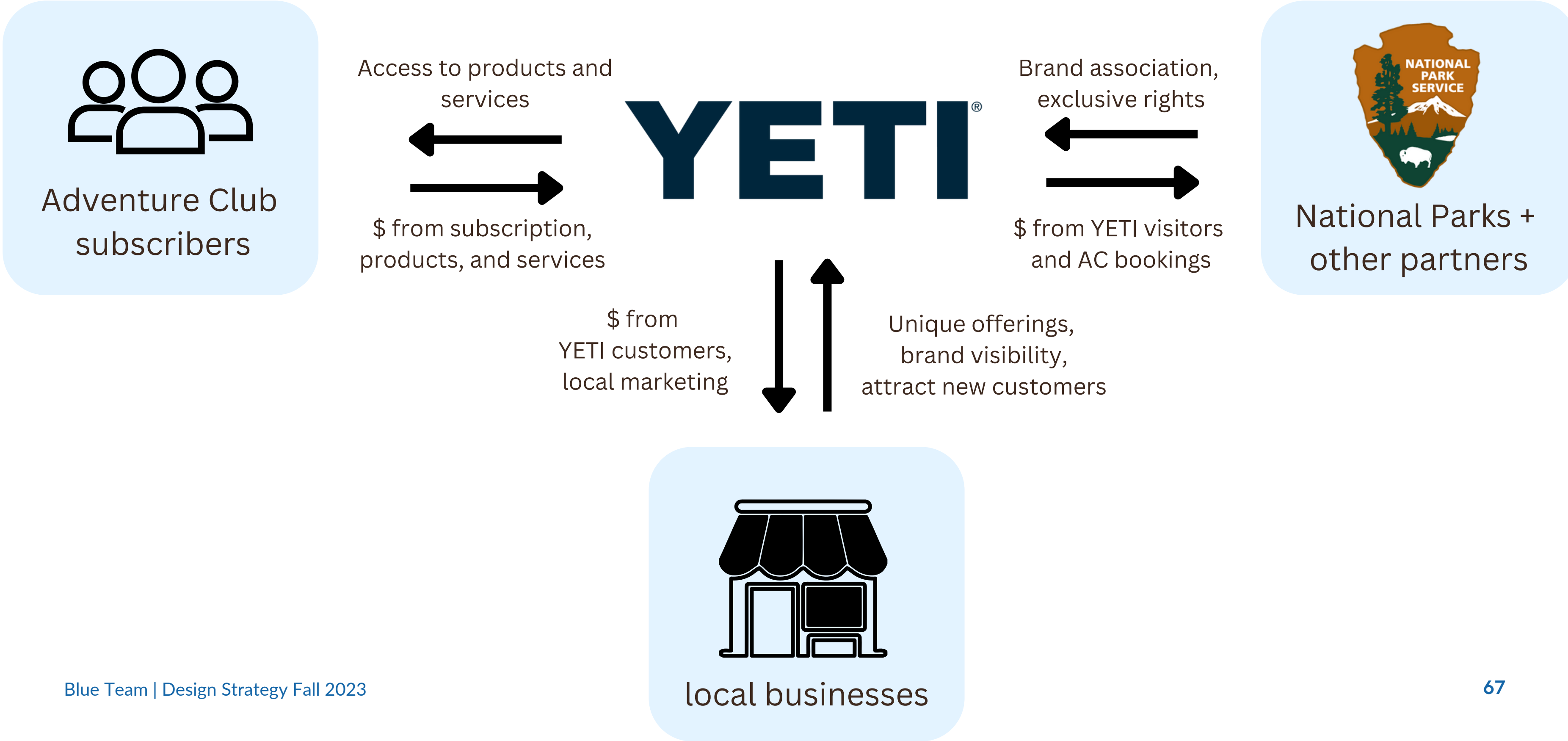
POTENTIAL REVENUE STREAMS

- The Adventure Club model generates revenue from multiple streams- exclusive **merchandise**, **sponsored events**, and **premium membership** fees- contributing to the overall financial viability.
- New revenue streams can be created as the Adventure Club continues to expand, thereby increasing brand loyalty and YETI's overall market share.

BENEFITS TO YETI

- Brand loyalty
- Overall market share
- Enhanced brand image
- Monetization opportunities

Business Case: Viability



How Adventure Club benefits YETI

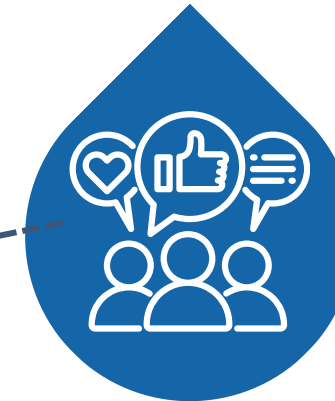
Brand Loyalty & Advocacy

Foster a sense of belonging among members, creating strong emotional ties to the YETI brand. Satisfied and engaged customers are more likely to become loyal advocates.



Enhanced Brand Image

YETI's commitment to enhancing wellbeing and promoting an active lifestyle strengthens the brand's image and contributes to a positive association.



Monetization Opportunities

Create additional revenue streams, including membership fees, exclusive merchandise sales, and sponsored events. Diversifying income sources contributes to financial stability and growth for YETI.



Social Responsibility

By organizing eco-friendly events and supporting community initiatives, the Adventure Club enhances YETI's reputation as a socially conscious brand.



DESIRABILITY

VIABILITY

FEASIBILITY

EXISTING CAPABILITIES TO MANAGE AND SUSTAIN AC

- Partnership networks: YETI's existing relationships with outdoor professionals, athletes, and influencers can be leveraged for program endorsements and collaborations.
- Marketing and community engagement: Existing marketing channels and community engagement strategies can be utilized to promote the Adventure Club and its unique offerings.

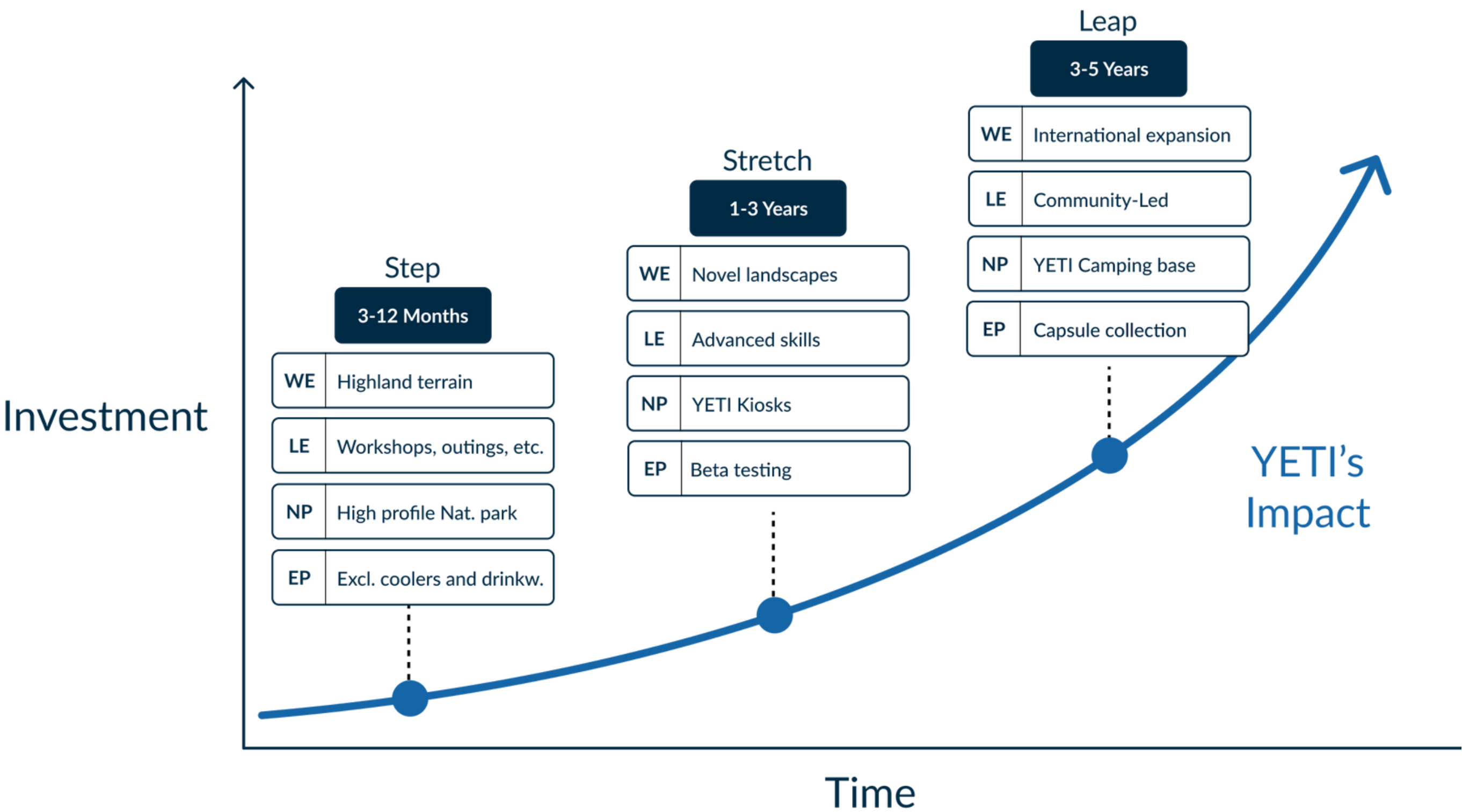
ADDITIONAL CAPABILITIES NEEDED

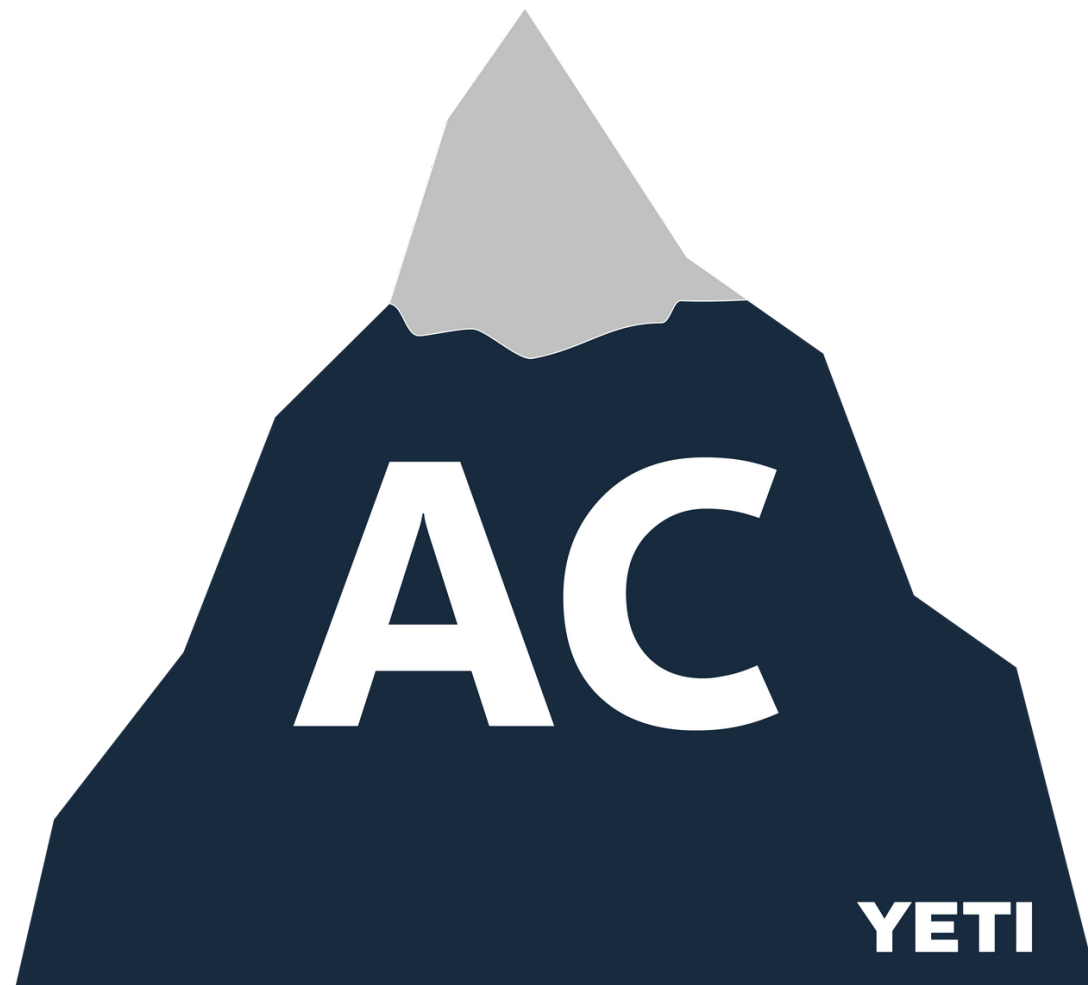
- Event management and logistics: Organizing and managing local and national park events requires a dedicated team with expertise in event planning and logistics.
- Digital Infrastructure: Development of a robust digital platform for member registration, event management, and community engagement is essential.

SCALABILITY AND GROWTH

- The Adventure Club platform is designed to be highly scalable, capable of accommodating a growing membership base. Regular assessments and upgrades will be implemented to ensure a smooth and scalable user experience.

Business Case: Feasibility





Value Proposition

For adventure seekers who desire meaningful relationships that build **connection** and enhance **wellness**, Adventure Club offers events, excursions, and exclusive merchandise that foster **shared experiences** and **cherished moments**.