



NATURE VALLEY

INTERACTIVE APP CONCEPT

PROBLEM

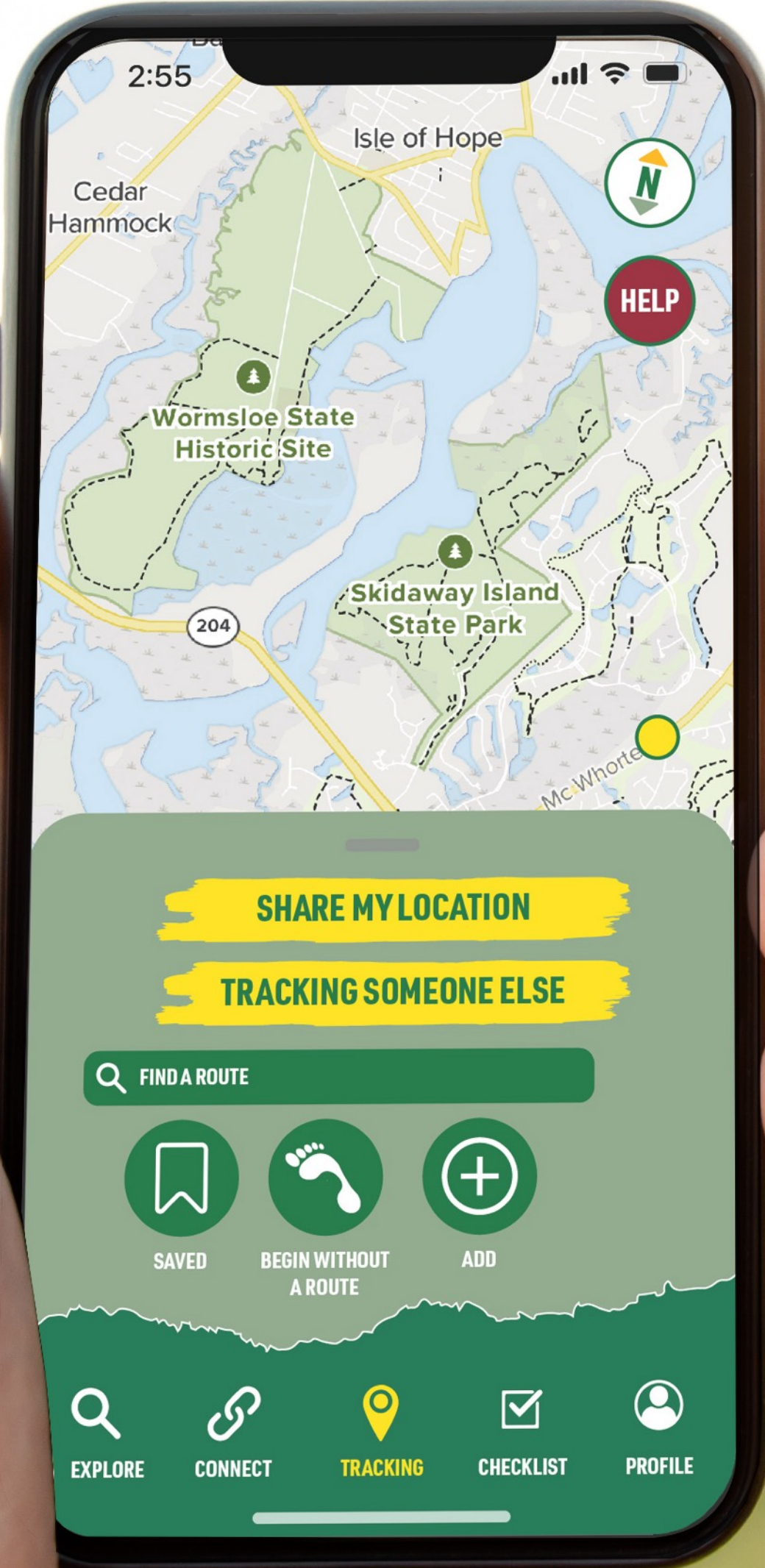
Adventure seekers and trail users alike enjoy Nature Valley Granola Bars across a multitude of activities. While they may have apps to help find trails and track their pace, there is no app for outdoorsy people that promotes safety and preparedness as its first priority. What if you're lost in the woods? Or worse yet, have been taken by Bigfoot? There's even the likely scenario that you forgot to pack emergency supplies... like a spare granola bar.



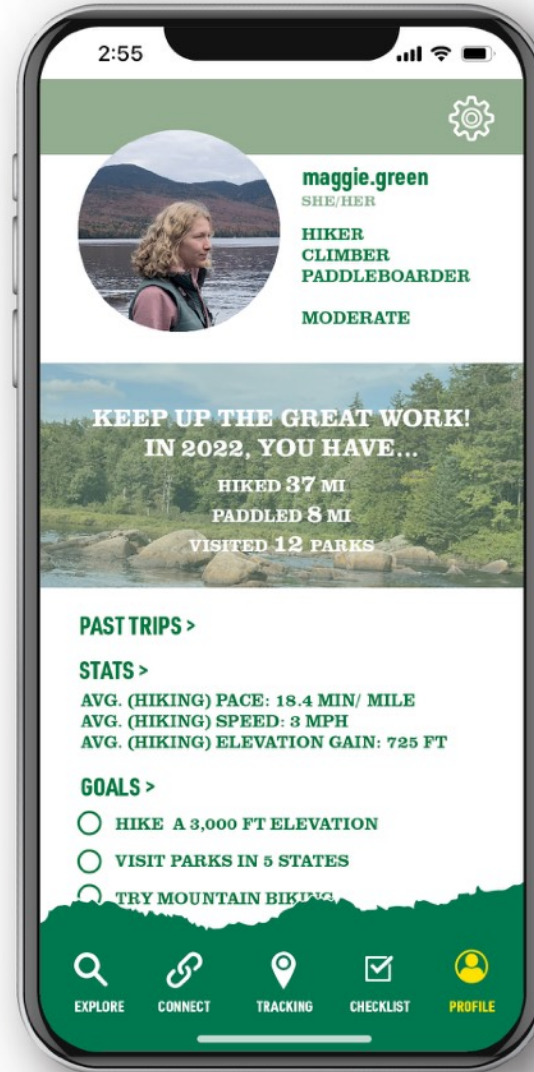
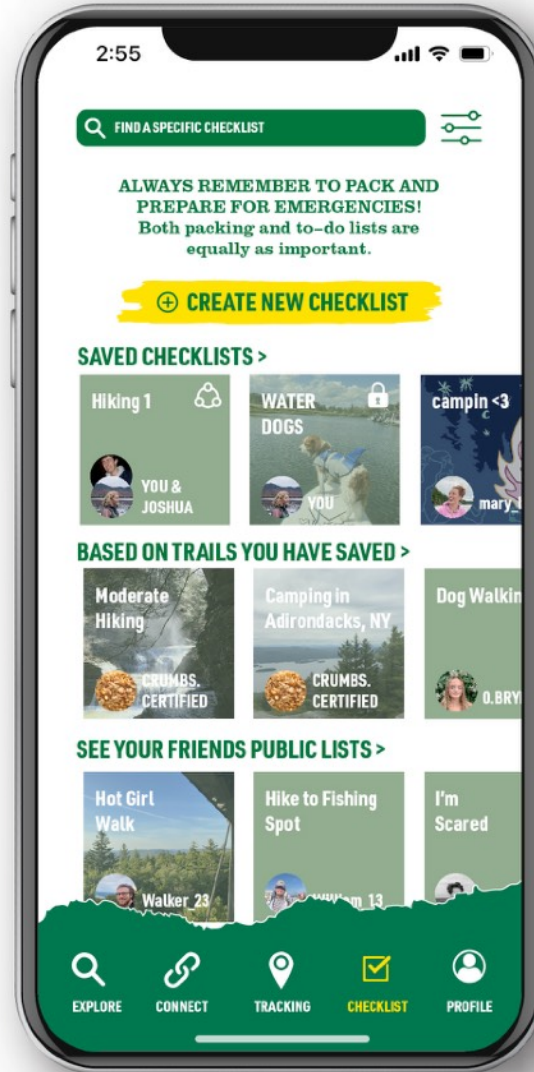
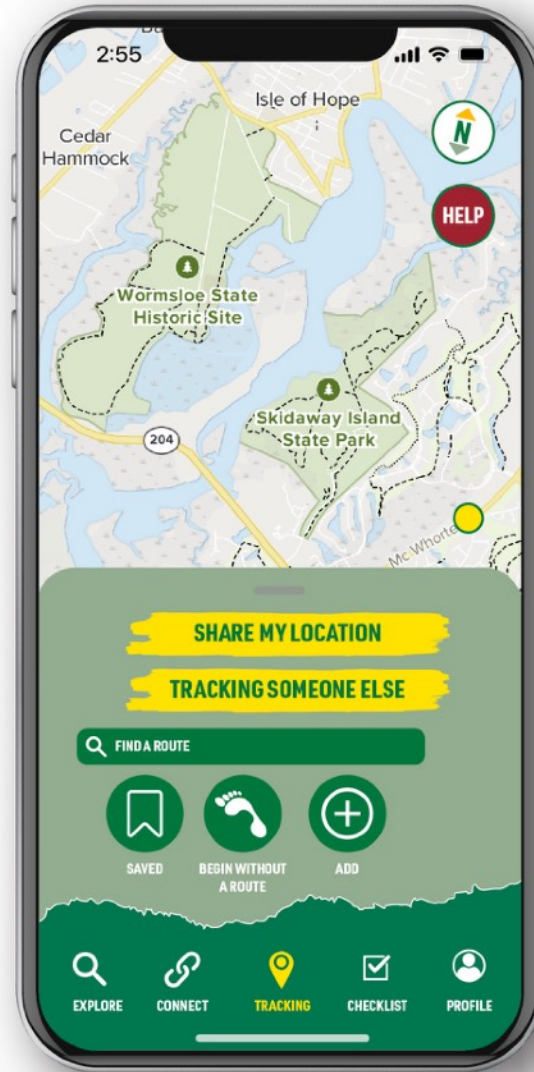
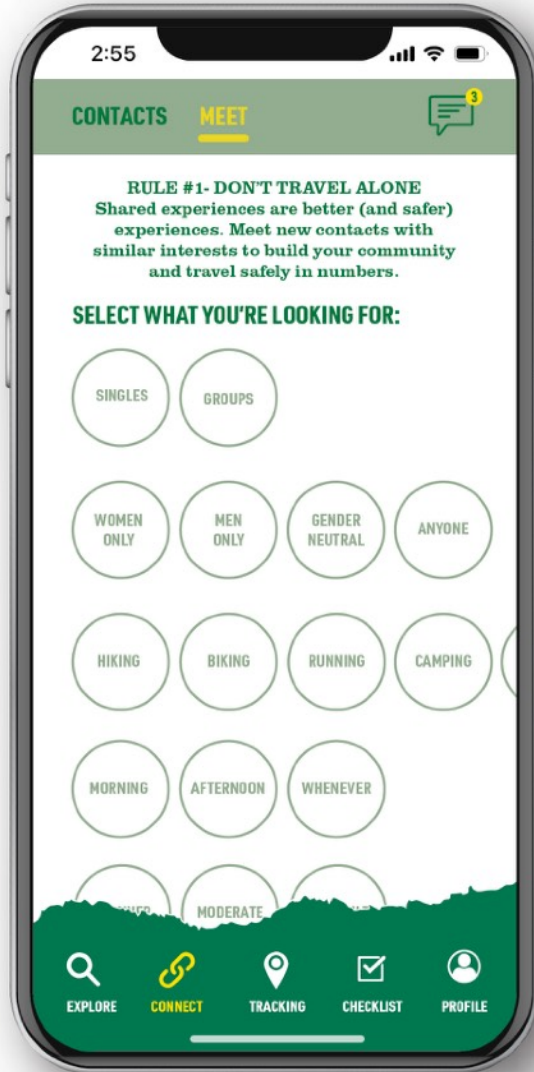
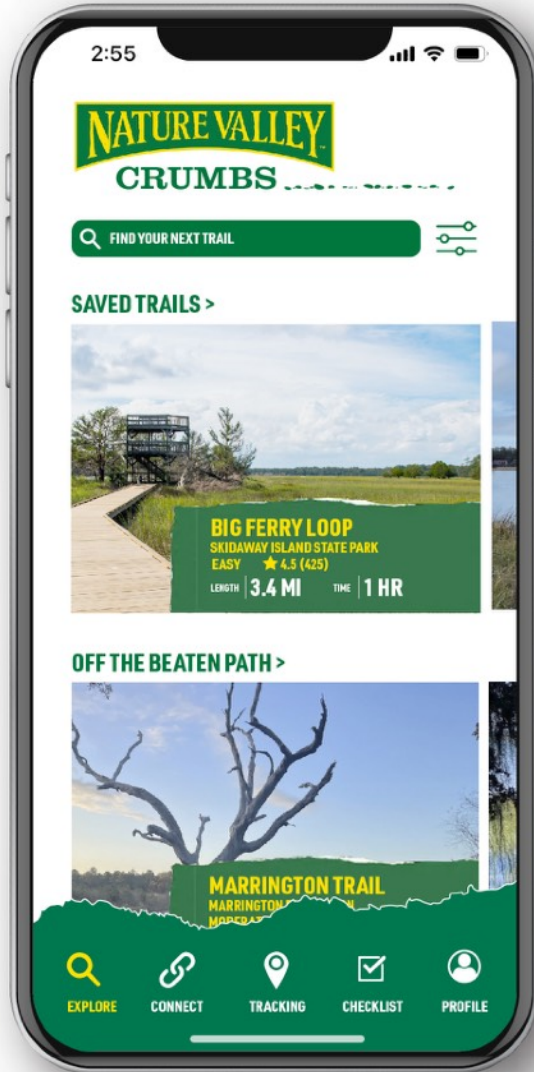
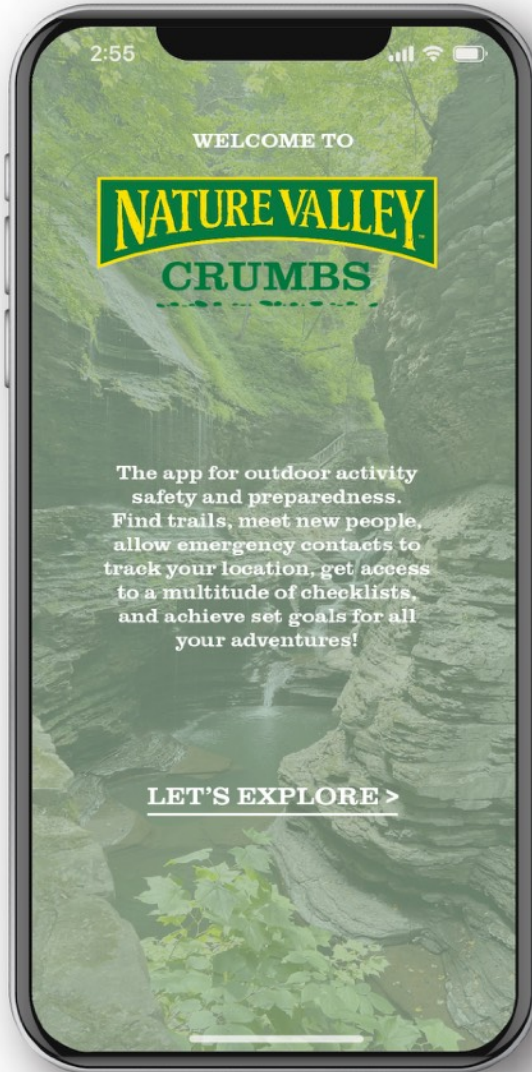
Trail Safety and Preparedness App

The app for outdoorsy people with the purpose of making safety and preparedness its primary focus. While the app has much to offer, there are three stand-out features. First, a secure way to meet new people with similar interests (“Connect”) so that no one travels alone. Secondly, the ability to select which contact(s) can track your route (“Tracking”) to ensure your safe return. Finally, the app grants access to many organizational tools geared towards helping users know what to do and what to pack before each adventure (“Checklists”).

APP INTERFACE



APP INTERFACE



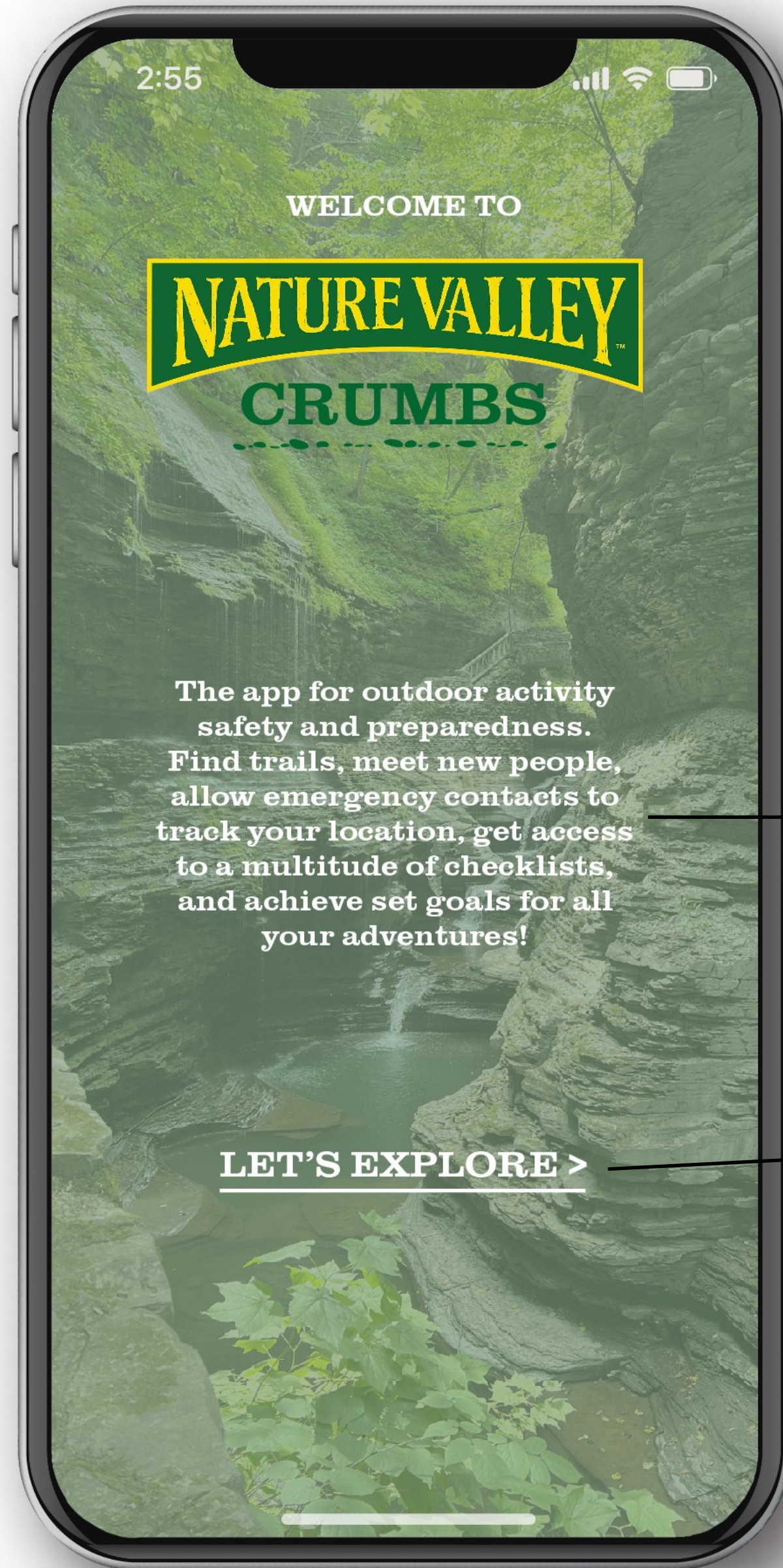
LOGIN | APP INTERFACE



Name spin-off from brand... Play on the idea that the Nature Valley bars leave a trail of crumbs to follow so you never get lost!

Sign up with a phone number or email

WELCOME | APP INTERFACE



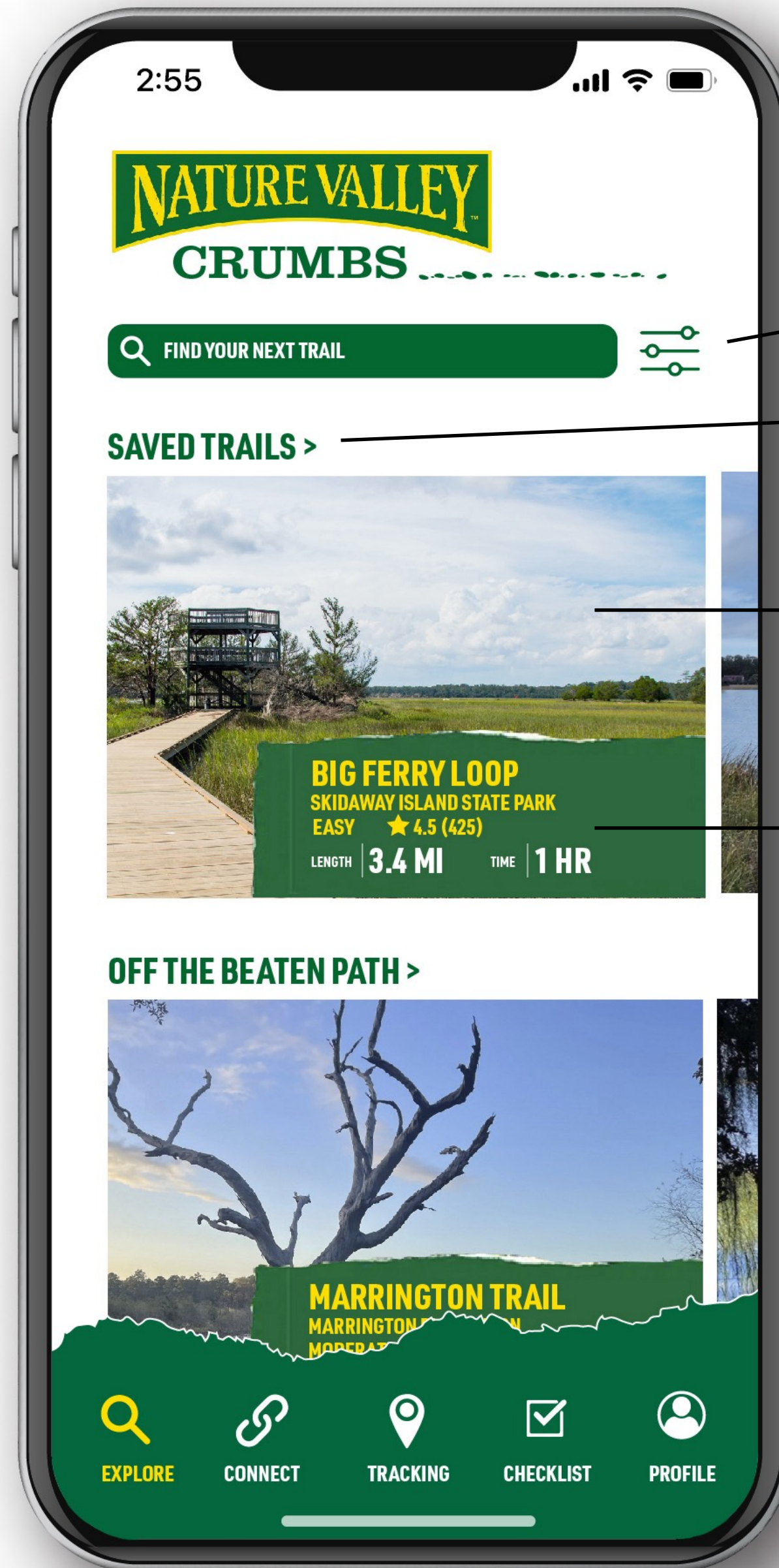
The app for outdoor activity safety and preparedness. Find trails, meet new people, allow emergency contacts to track your location, get access to a multitude of checklists, and achieve set goals for all your adventures!

LET'S EXPLORE >

Quick message about the app's mission and purpose

Click "LET'S EXPLORE" to enter app

EXPLORE | APP INTERFACE



Set filters for your search

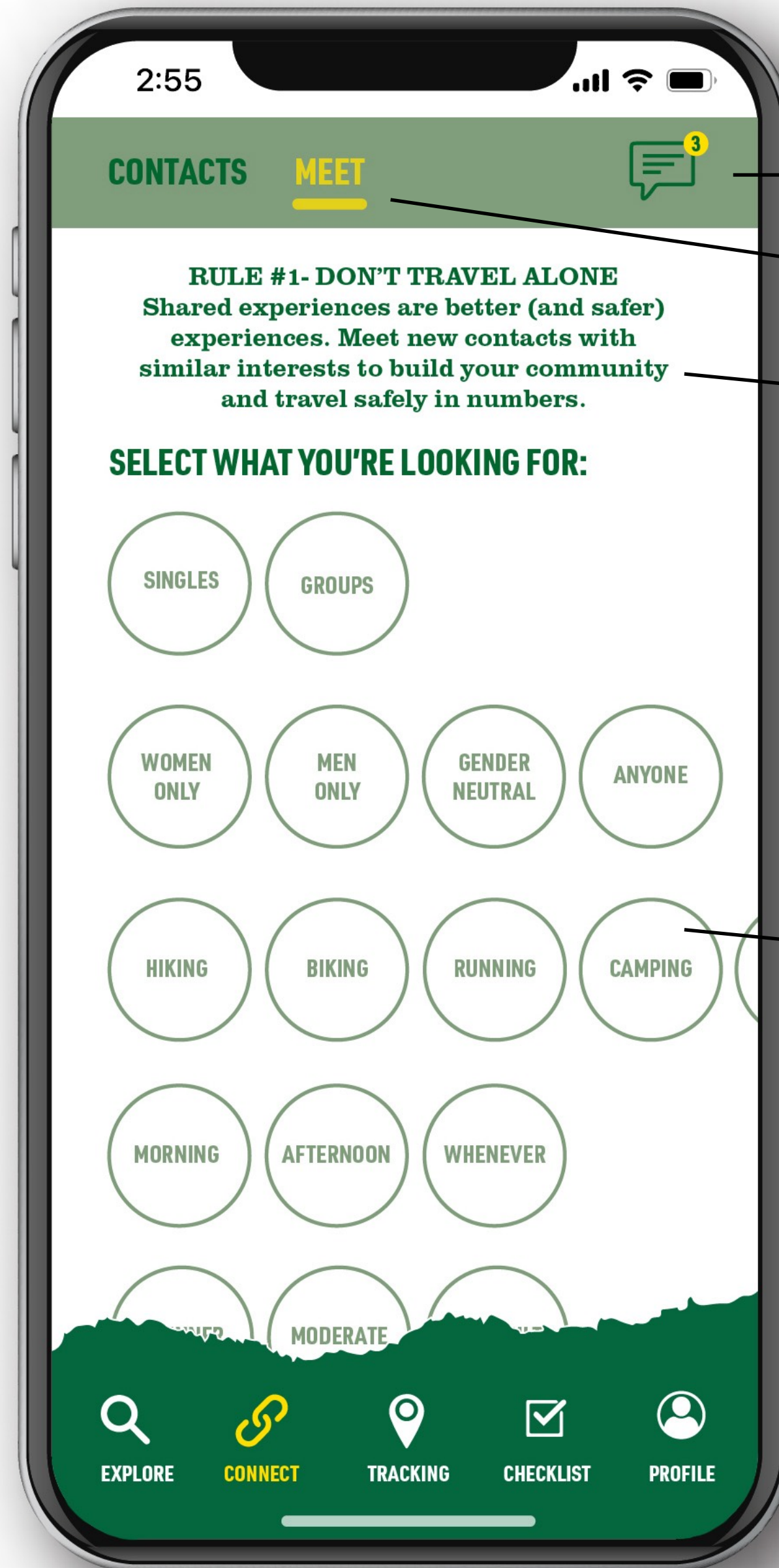
Click "SAVED TRAILS" to see all saved trails

OR

Scroll to see more of your "SAVED TRAILS"

Information box over picture gives a quick look at the trail stats

CONNECT | APP INTERFACE



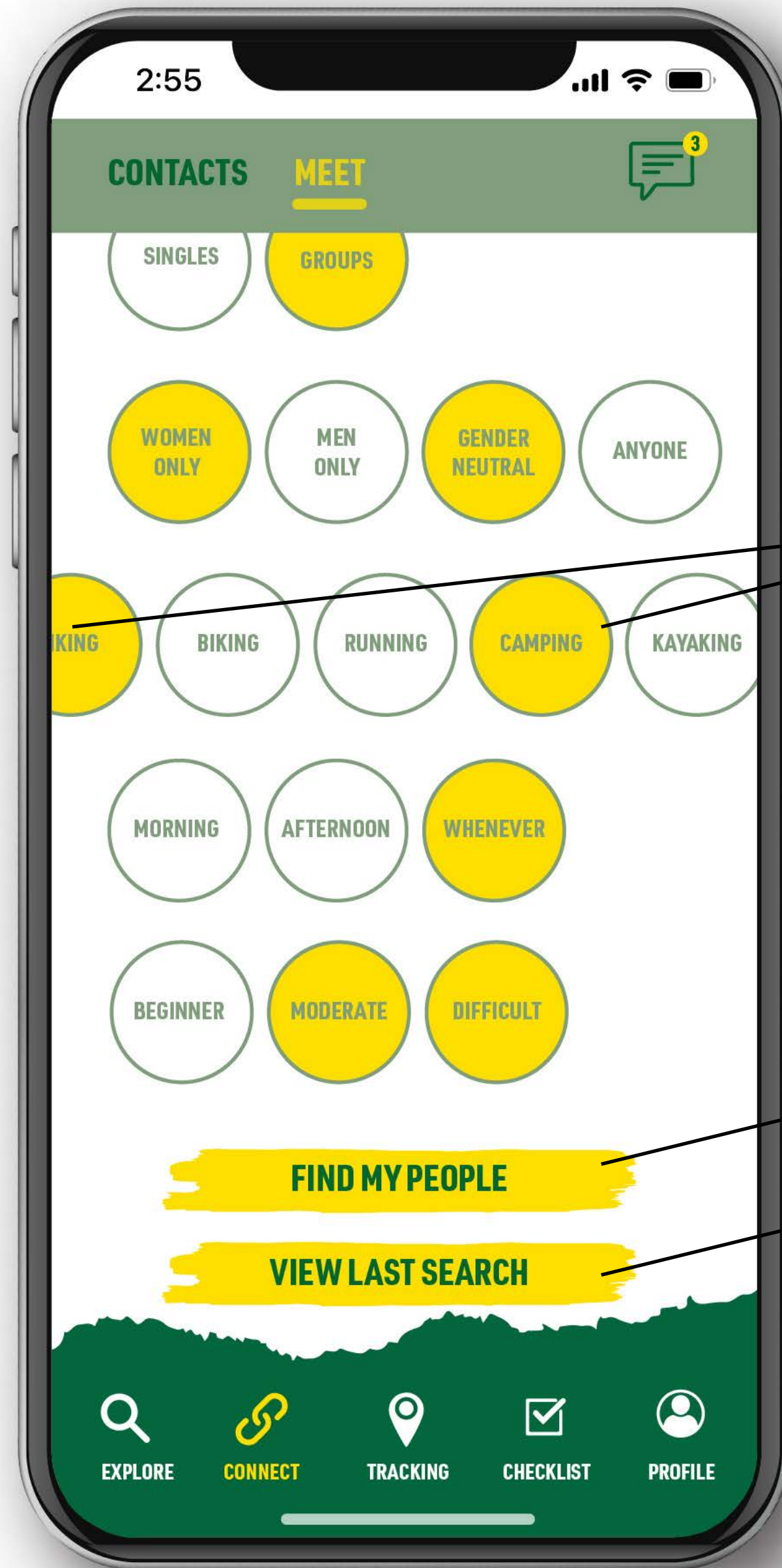
Inbox shows 3 unread messages

“MEET” option selected

Call-back to the app’s mission and a bit of information about why/ how to use this feature

Scroll to see all options

(“MEET” preferences unselected)



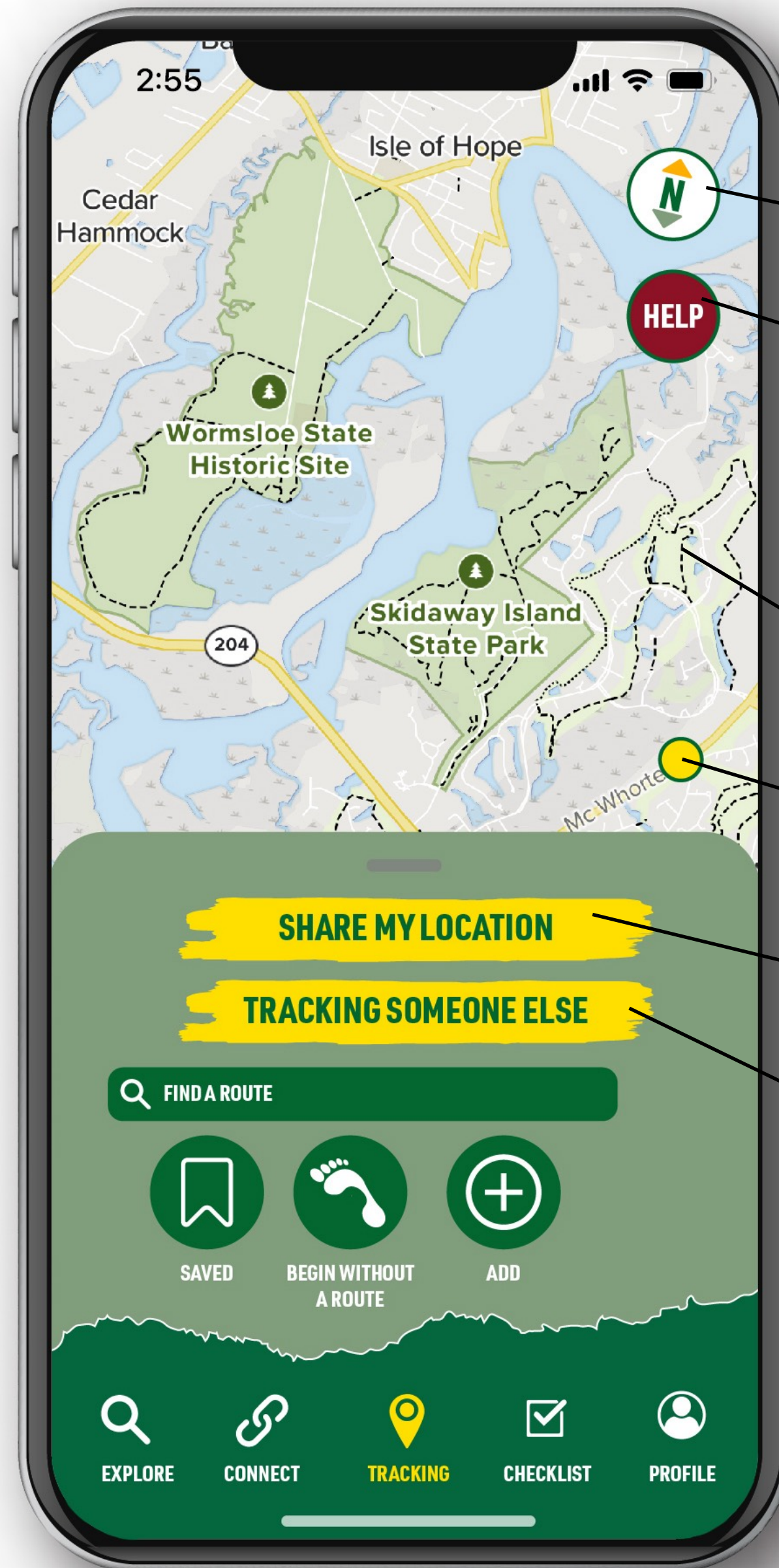
Ability to select multiple preferences

Complete search with selected preferences

Not necessary to do a new search each time

(“MEET” preferences selected)

TRACKING | APP INTERFACE



Compass

Emergency “HELP” button (pressed twice to confirm) notifies your emergency contact(s) and police of your last known location and immediately turns on “SHARE MY LOCATION” whether you had it on or not

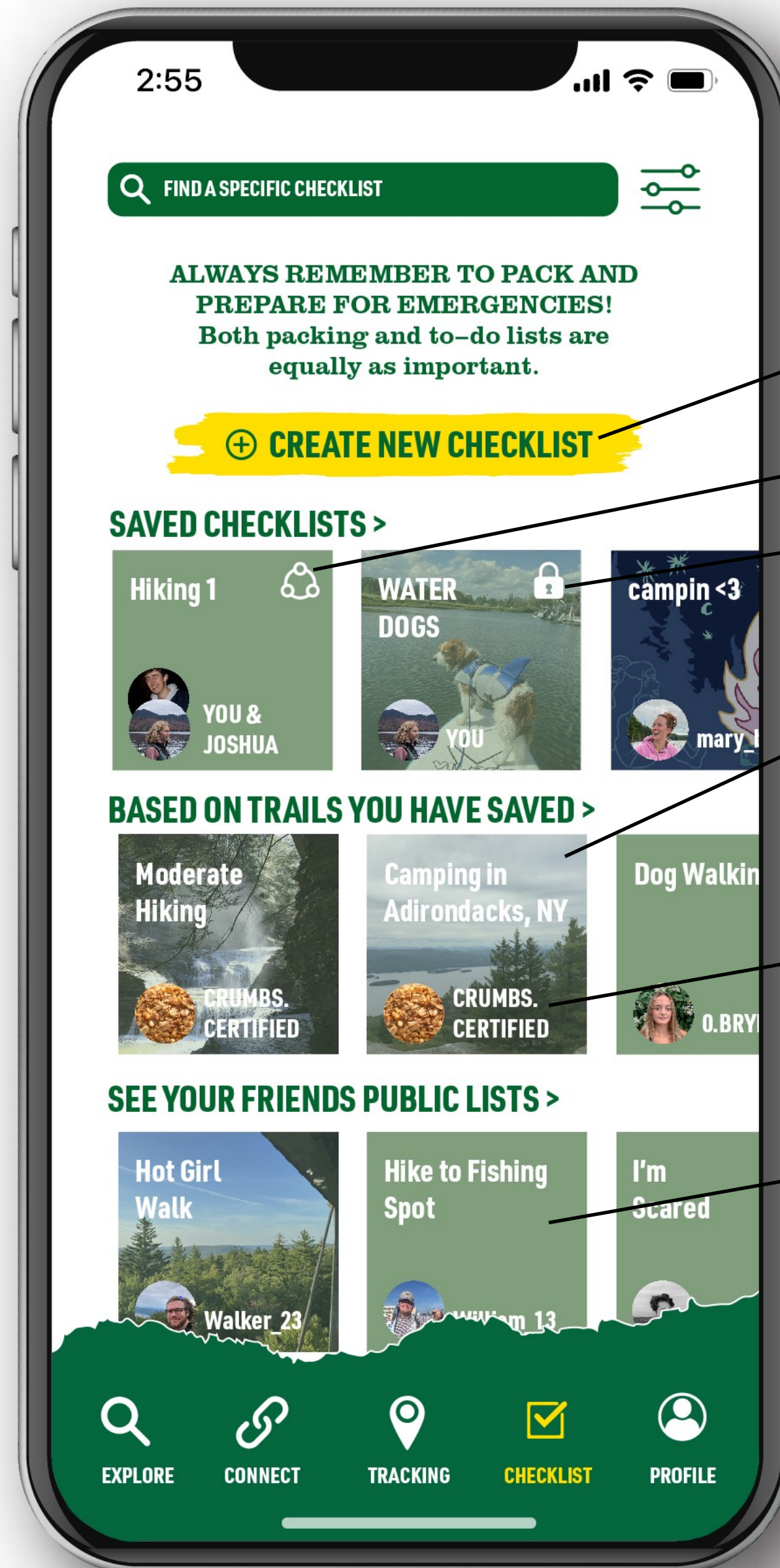
Active map

Current location

Allows you to select which contact(s) can track your location, with the option to notify the contact periodically for you

Allows you to track the all the information of someone who has shared their location with you

CHECKLIST | APP INTERFACE



Make your own new checklist, templates are available for use and edit

Collaborative checklists between contacts

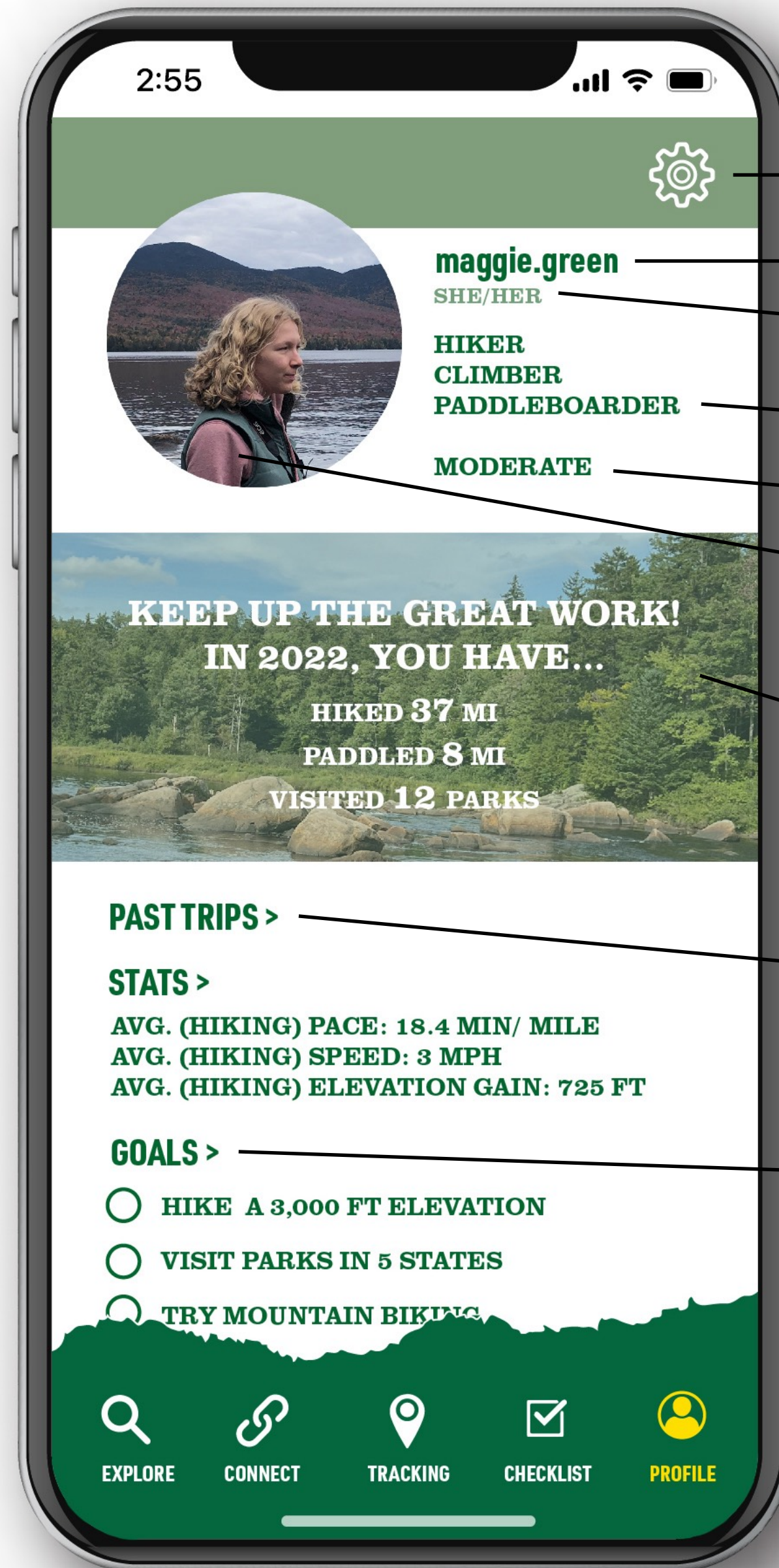
Private checklists

Public checklists (no symbol)

Certified checklists created by the Crumbs App

Checklists are fully customizable with covers displaying checklist title, privacy settings, and creator

PROFILE | APP INTERFACE



Settings and edit profile information

Username

Pronouns

Outdoor activity preference

Experience level

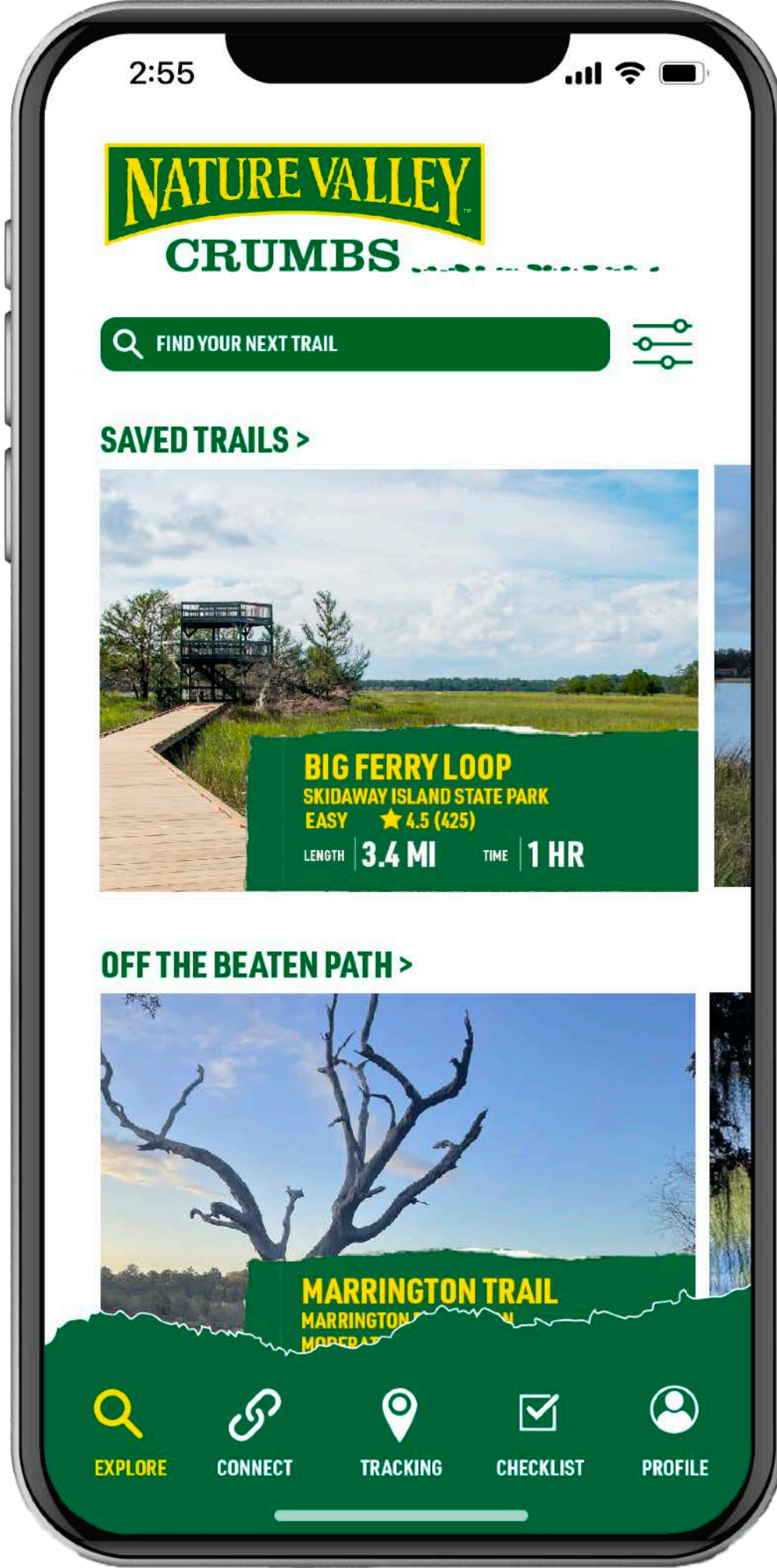
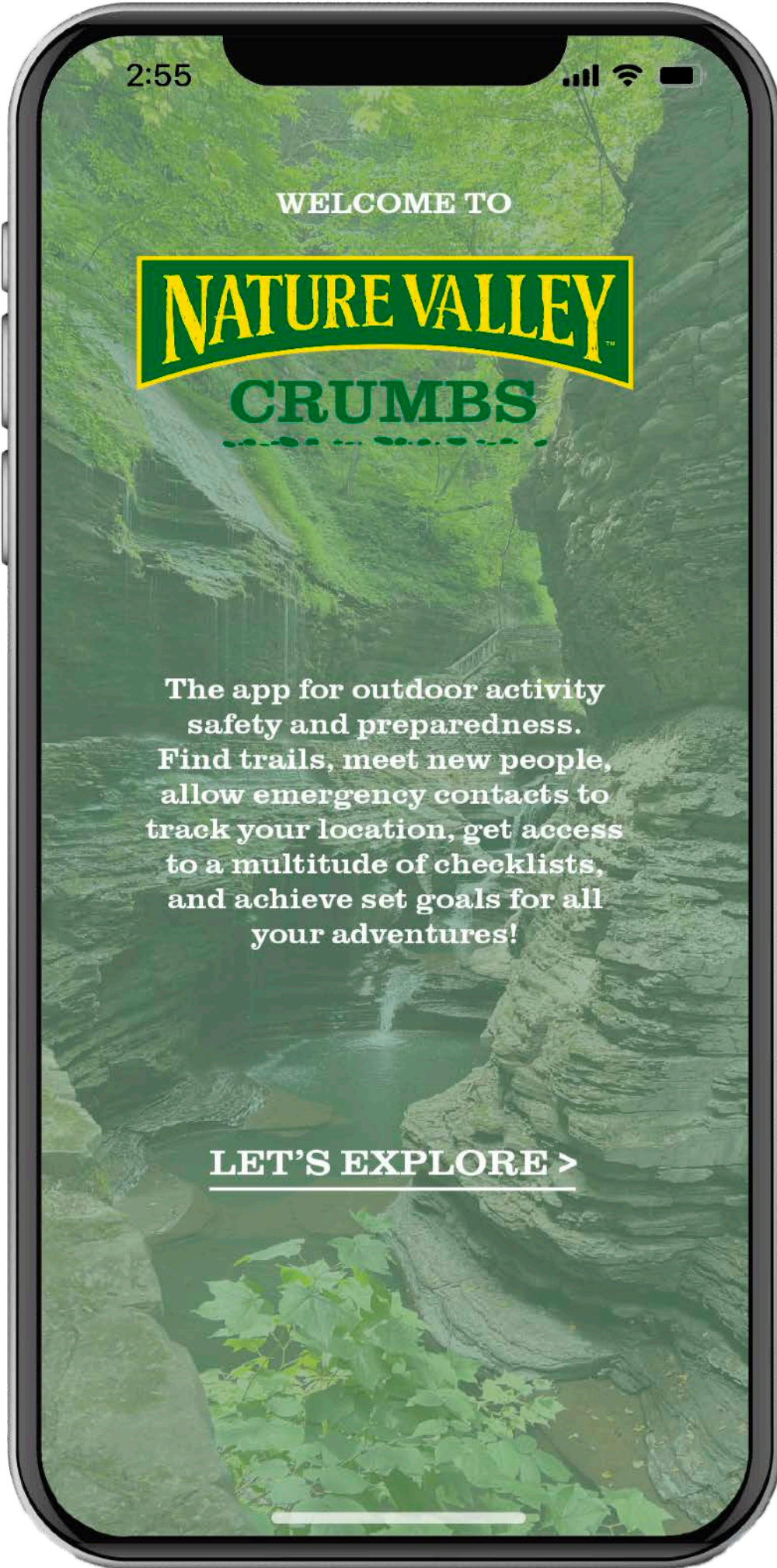
Identity-verified profile photos for safely using “Connect” feature (no “catfishing”)

Congratulatory boost for users’ accomplishments

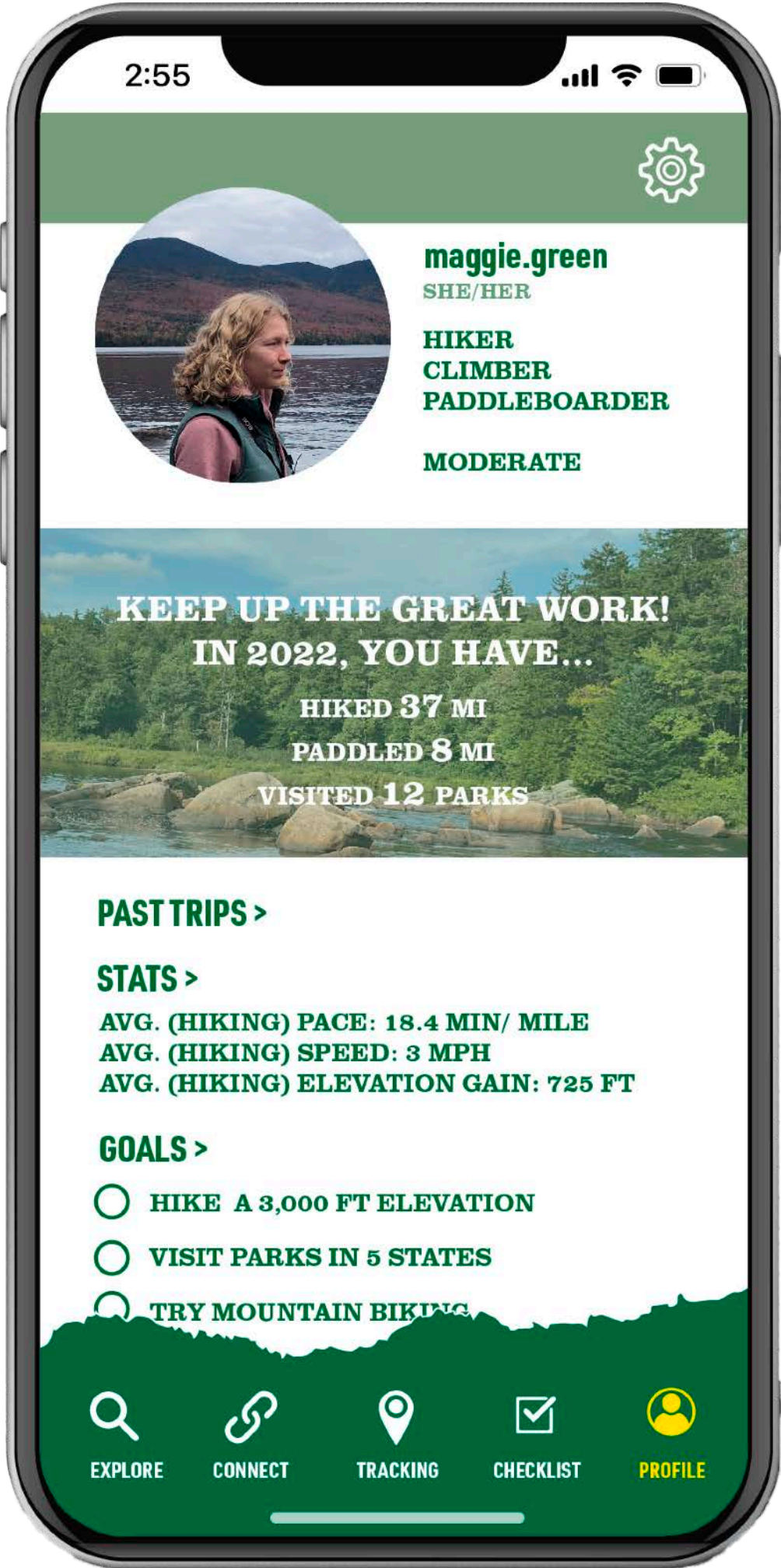
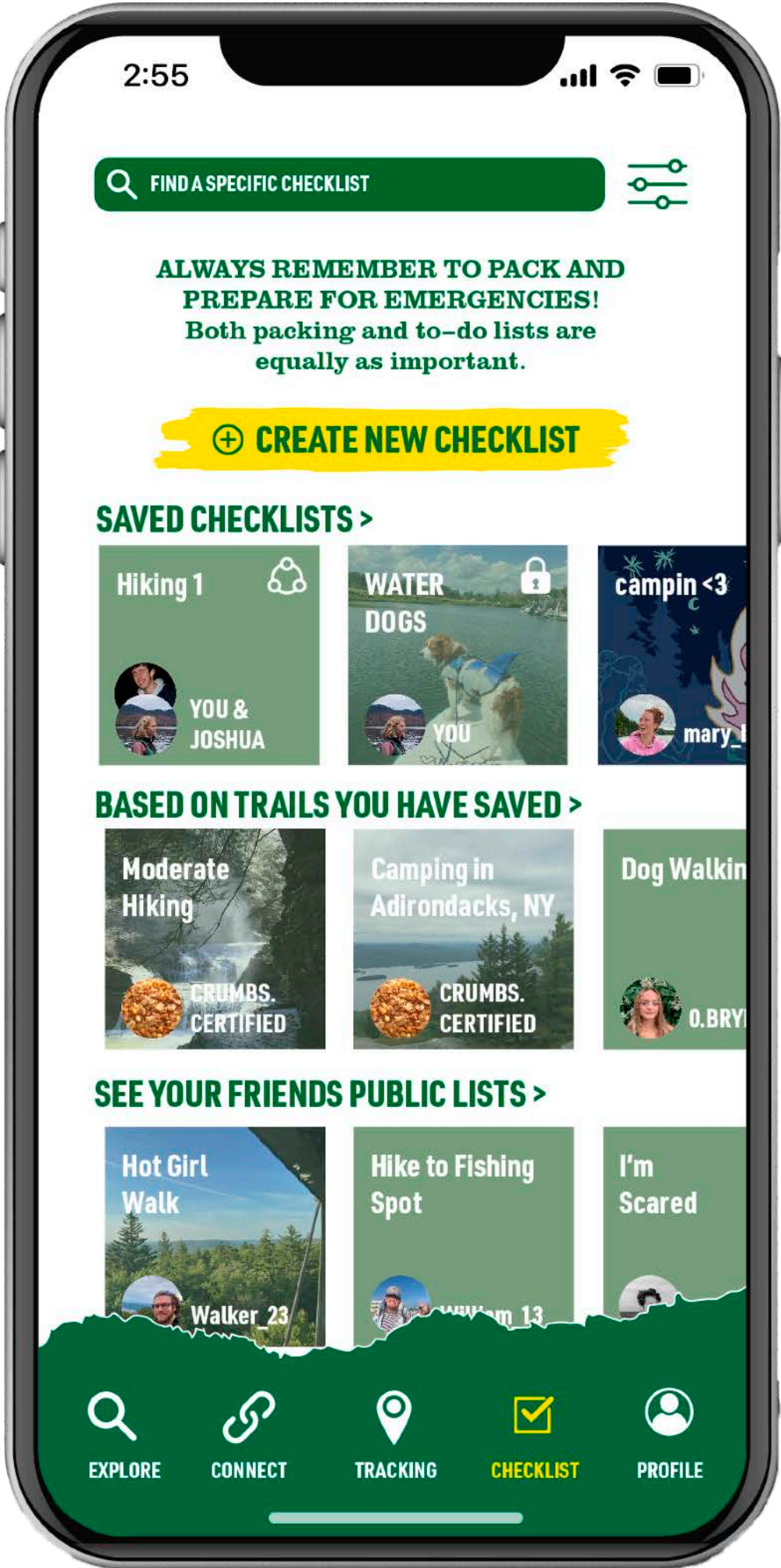
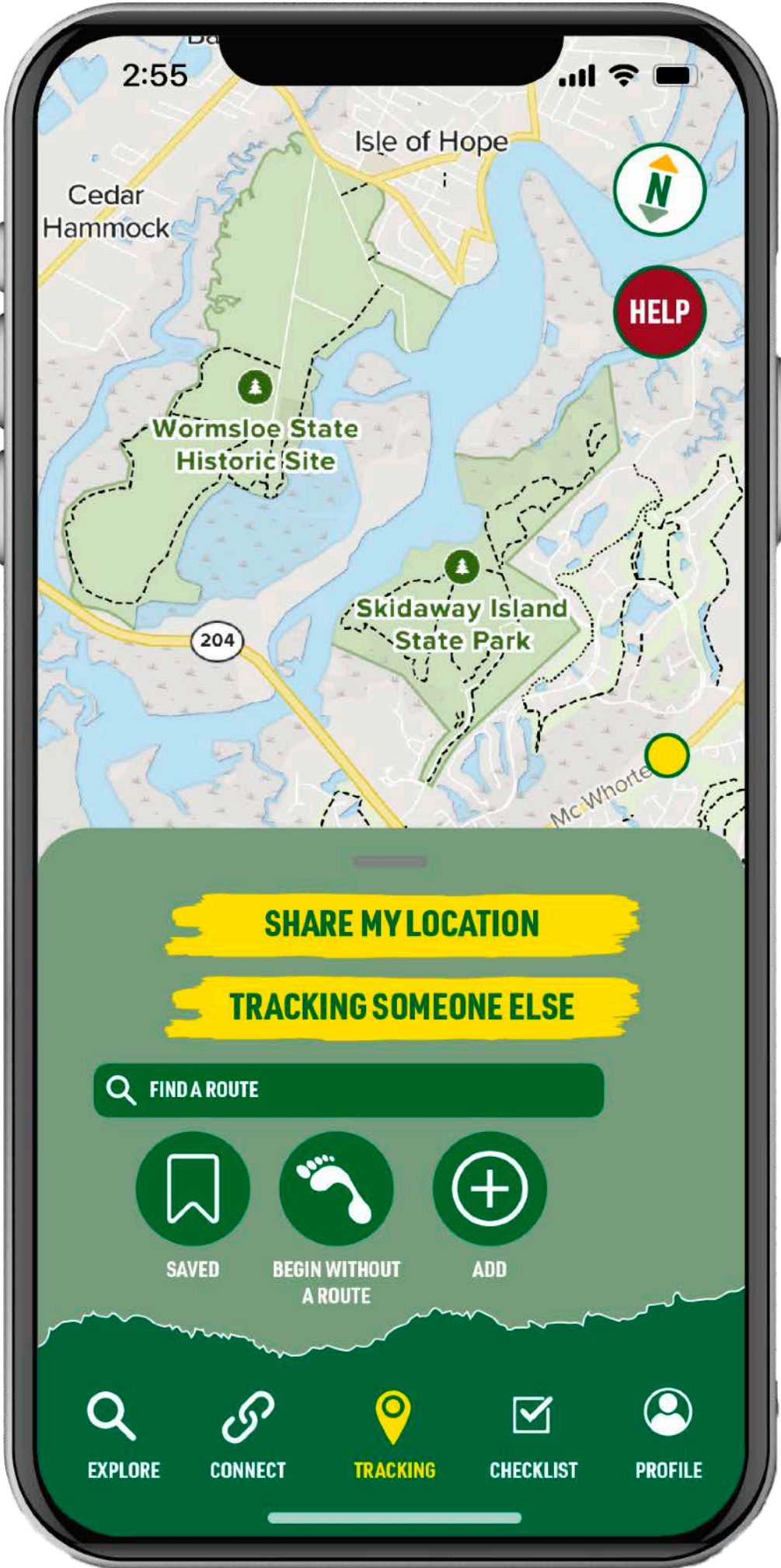
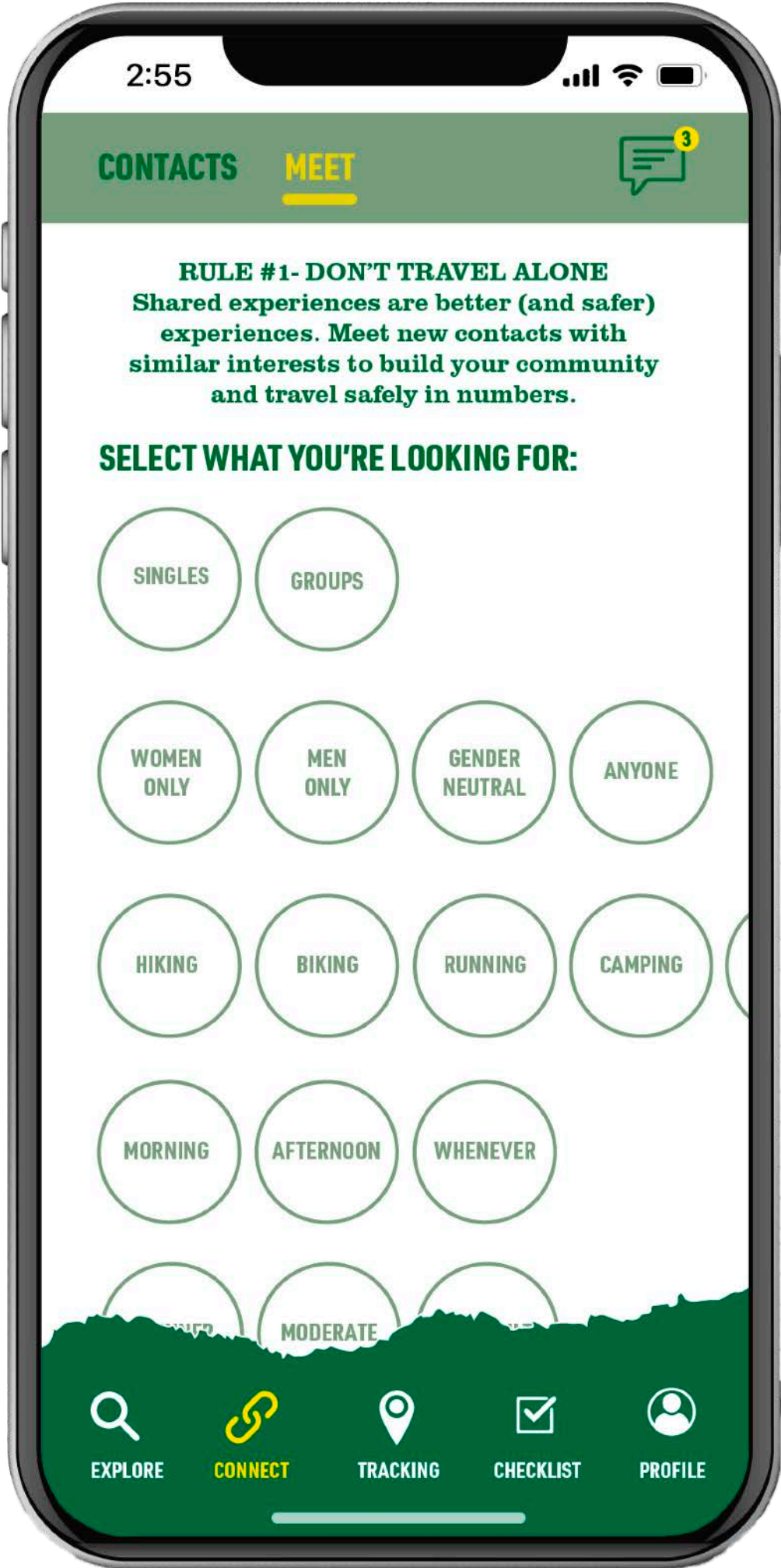
Click “PAST TRIPS” to see all past trips and if you wrote any reviews or ratings on them

Clicking “GOALS” will show all goals, both completed and uncompleted

APP INTERFACE



APP INTERFACE



**thank
you!**

