

# SNS for Outdoor Enthusiasts

## Description

### Research Goal

We want to know if new and established residents of Salida would use a SNS to connect with others who enjoy outdoor adventures.

### About the Participants

I interviewed 5 new and established residents of Salida, CO to gather information on their motivations around moving to Salida as well as their feelings about outdoor activities in the area and meeting new people. Four of the participants moved within the last two years and one participant moved to Salida greater than 2 years ago. The participants are all females ranging from ages 35-43. Prior to moving to Salida, each participant did not know one another.

## Source & Reference Materials

[Interview Transcript](#)



# Work Area





## Why Salida?

excited to get out of Denver

excited to get out of the big city

Salida is such a really really beautiful place.

Salida is so beautiful

can work remote

can work remote

can work remote

Moved for outdoors and mountains

Enjoys doing things outdoors

Loves the outdoors

Liked the vibe of Salida- younger and entrepreneurial

good investment

Likes the good weather

favorite part of the state - hot springs

The people are so friendly

Loves Salida- coming to visit weekly from Denver

## Outliers

haven't really tried to make more friends since I already have friends who live here.

## Feelings before moving

felt excited and nervous about moving

## Feelings now

So happy I moved here

I am so lucky to have met some friends.

## Desires after settling into your new home

desire: meet people outside of her relationship

desire meet active, like-minded friends

Very important to connect socially- have a solid friend group

Very important to connect socially with people

single- wanting to connect more

"I would totally be interested in joining a hiking or biking group."

Important to connect socially

Important to connect socially

Very important to connect with others who love the outdoors

I met some friends through friends but would love to make more

Loves meeting new people

network more for business

Wanted to network more for business purposes

## Attempts at making connections and results

Tried Facebook groups but too unorganized. Schedule couldn't align.

Created Facebook group, "Social Salida" since she couldn't find any other social groups.

Facebook group had too many people posting. Couldn't keep it organized.

Tried connecting through FB groups- was too all over the place

Tried networking events- only made one connection, but not friend

Used the Salida Parks and Rec site to sign up for a volleyball league

Tried meetup.com but there was nothing

## Pain points

Paint point: schedule alignment

Hard to connect with others due to schedule

Salida seems to be set up for people in relationships.

Hard to find other people to connect with such as business owners.

I have met a lot of people but it's hard to find someone you vibe with, who are like-minded

## How you met friends

Met people through friends of friends

A current friend PM'ed me from the FB group to hang out and we just clicked.

I PM'ed the owner of the social salida FB group to hang out and we became friends

Met people after seeing an ad for Absolute Biking on social media. Joined the bike clinic.

I met some friends through friends but would love to make more

## Outdoor activity interests

Outdoor activities = hiking and snowboarding

outdoor activities = skiing, mountain biking, hiking

outdoor activities = camping, skiing- downhill and backcountry, snowshoeing, snowmobiling, fishing, paddleboarding

Outdoor activities = skiing, hiking, mountain biking

outdoor activities= skiing, biking, hiking.

open to learning any outdoor sport