

2019 Case Study

How Cairn Outdoor Guides Increased Sales



Cairn Outdoor Guides Case Study

Increasing Sales Through Accessibility

The problem

Company

Cairn Outdoor Guides is a company based out of Boulder, Colorado that provides individualized guided hiking, bouldering and trail running services throughout Colorado. They specialize in customizing hikes, bouldering and trail running adventures based on what clients want to experience.

They make outdoor recreation activities easily accessible and affordable for for clients to promote mental, physical health and build self-confidence.

Context

- To be able to reach out to more potential clients.
- Ease of access to guides/services.

Problem Statement

Cairn Outdoor Guides primarily operates within the state of Colorado. As a practically new company in the field of guided outdoor services, they need to reach out to more clients through multiple means. They already have a website which contains all the company information and contact details but in this day and age, it is simply not enough. They need to be able to reach out to the mobile users who are usually the type of people that are always on the go, which can be potential clients. Their target market are people who love the outdoors and are always up for a little adventure, who are most likely primarily mobile device users. This means that they need an easy to use app to accommodate their target audience.



Aside from reaching out to potential clients with the use of an app, the app itself also needs to be stable and responsive. There is nothing worse than an app that constantly crashes or frequently becomes unresponsive. Not only does this turn off potential clients but would also risk losing existing ones.

The app should have an intuitive design which allows users to easily navigate through their different service offerings. The app should be designed with accessibility in mind where all their products are laid out in front. Time is precious, so a user should be able to gain access to the information they want with just a few taps or swipes.

Challenges deep-dive

Challenge 1

Expand Audience

Expanding the audience is one of the main challenges and one of the top priorities of any new business. As a guided outdoor service company that exclusively operates within the state of Colorado, Cairn Outdoor Guides needs to increase brand awareness to their target audience. As big a state as Colorado, not all of the population are interested in doing outdoor activities. To those who are, Cairn Outdoor Guides should be at least one of the companies that would come up in a conversation involving outdoor activities. One way of doing this is with the use of technology, specifically with an easy to find and easy to use mobile app.

Challenges deep-dive

Challenge 2

Active Users

Expanding their audience through the use of a mobile app is just the start. Maintaining that audience is the next challenge. A mobile app for a business is like a storefront. First impressions last. The app should be engaging and easy enough to use for their audience to keep on using it. Features related to their line of business should also be available to keep their audience engaged. The more active users the higher the sales and potential clients.

Challenges deep-dive

Challenge 3

Increase Conversion

Their app should be designed entice users to avail of their services. It is a known fact that most customers do their research before purchasing a product or service. Make it easier for them to come up with their decision. The app should be clear in showing the service rates as well as information and contact details of the guide providing the specific service. Readily accessible information about the company is also plus since it builds trust. In most cases, trust can lead to more sales.

Solution

Seamless and Effortless Solution

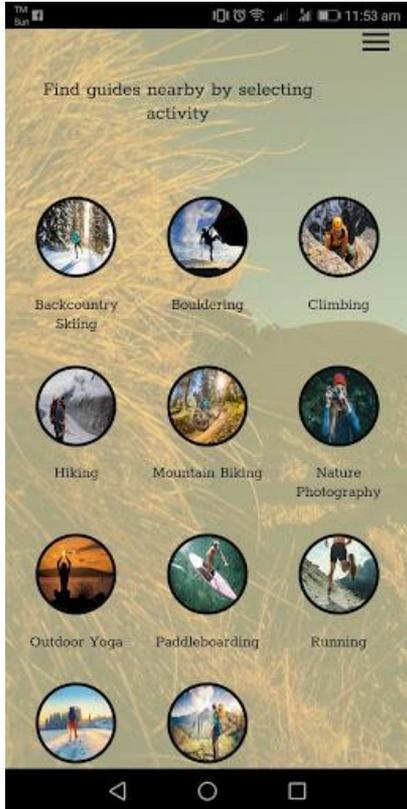
Cairn Outdoor Guides partnered with The Algorithm to come up with the answers to their technology and business challenges. They need a partner who has the experience, talent and tools to come up with technology based solutions that will be a perfect fit for their line of business.

The Algorithm's philosophy of developing solutions that are seamless and effortless fits in with Cairn Outdoor Guides' problem of being able to provide an easy to use mobile app for their clients.

The Algorithm's flexibility is also in line with Cairn Outdoor Guides' mission of customizing their clients' outdoor experience. The Algorithm understands what the value is in providing a customized experience and their flexibility allows them to deliver the perfect solution.

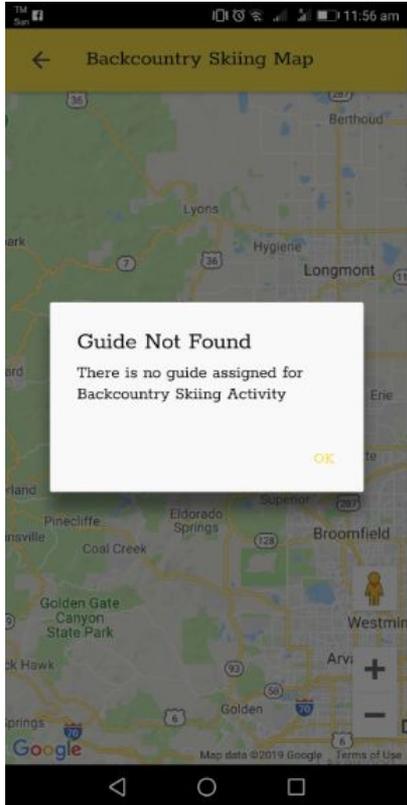
Implementation

Clarity of Available Services



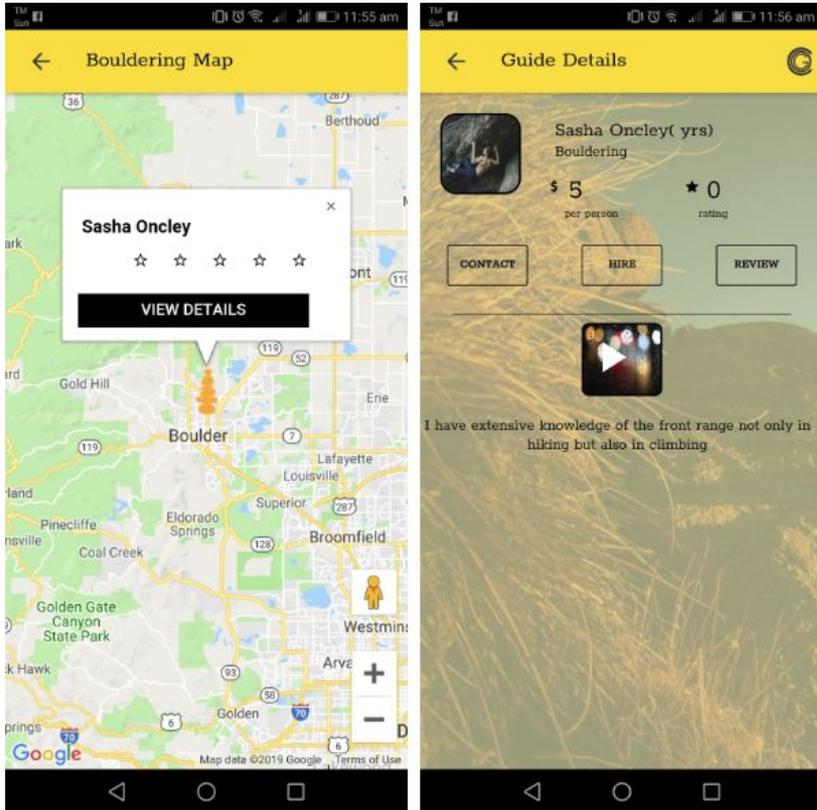
Right off the bat, logging in the app immediately shows the user all the available services. There is no need to tap or swipe to another page to get this information. The main page shows everything the Cairn Outdoor Guides has to offer. Clarity and ease of access were the main goals with this design. This shows that The Algorithm has a full understanding of the Cairn Outdoor Guides' target audience. People who are on the go and whose time is valuable.

Services and Guide Information



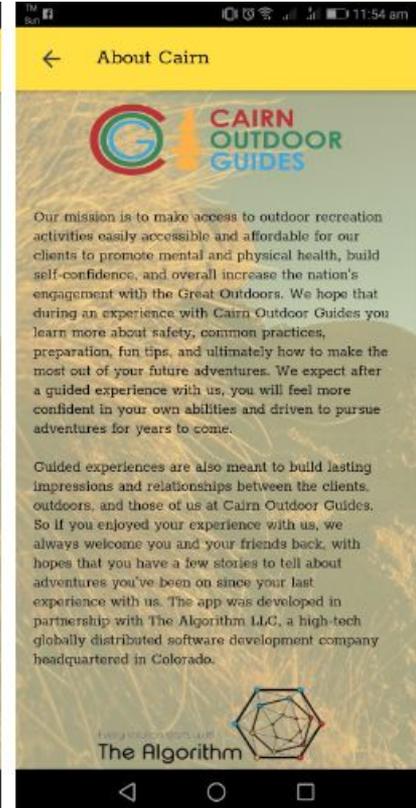
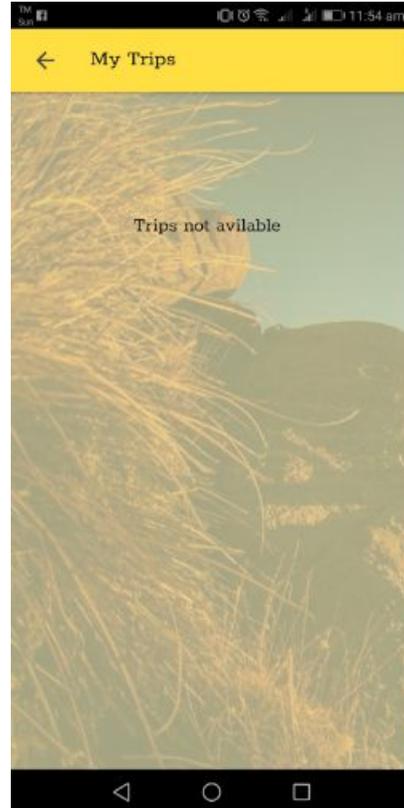
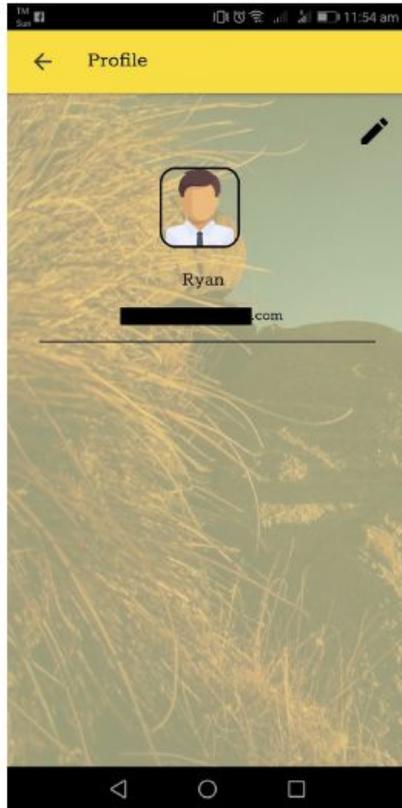
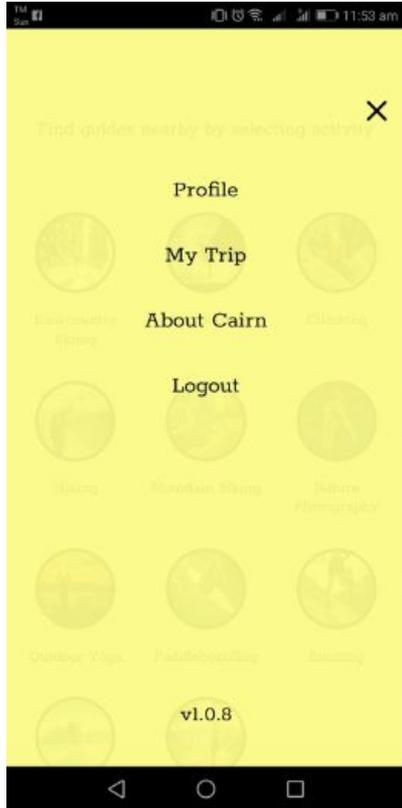
Selecting a service is as easy as tapping on the service icon. This will immediately show the user whether a guide is available or not for that specific service. On that same page, it will also show the guide's location making it easier for the client to decide on whether to avail of the service or not. This shows The Algorithm's understanding of how providing clear information can lead to conversion.

Engaging the Clients and Building Trust



Tapping on an available guide on the map gives the user the details and star rating pop up. Tapping on “Details” will give the user just that, detailed information about the guide which includes their rate, contact details and star rating. Consumers tend to trust star rating more than content, thus the inclusion of a star rating system for the guides. The review option, aside from providing additional information, is also a way for the Cairn Outdoor Guides to engage with their clients. These features are just some of the ways that The Algorithm can implement to build trust between the company and its clients.

Transparent Client and Company Details

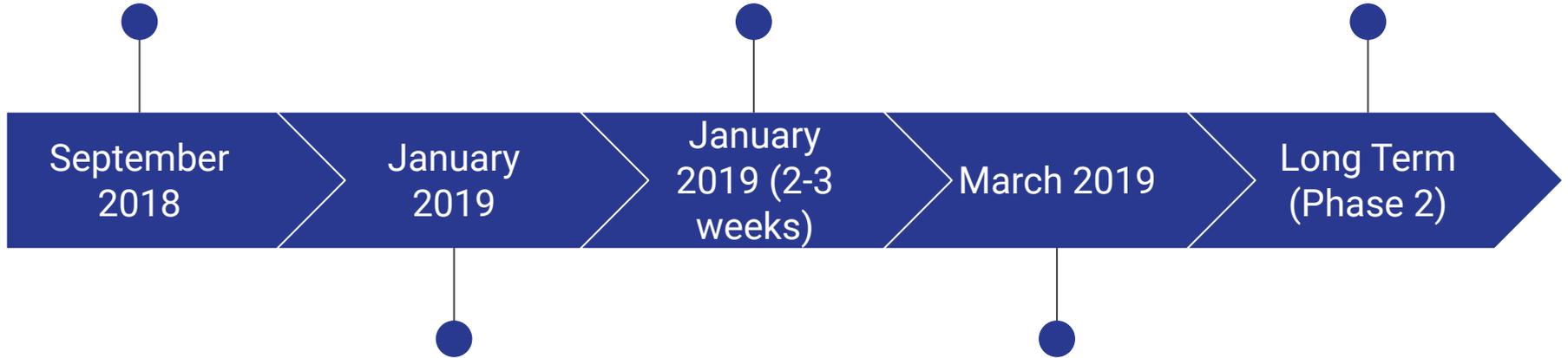


The app also has additional features providing more clarity and information to the user. The Profile, My Trip and the About Cairn pages provide more transparency to the user about their availed services as well as on Cairn Outdoor Guides as a company. Transparency is a good foundation in building trust. Through these simple yet effective features, The Algorithm shows its experience when it comes to building trust.

Signed contract

Processed first mobile payment.

Implement messaging service.



Went live. 4 guides in the first month.

25 users and 26 guides since March 2019