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The results of the Five Second Tests ordered by [redacted] for [redacted].
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How it works

Six testers visited your site and were asked three simple questions.

Q1. What do you think the site does?

Q2. What value do you think the site provides for the intended market?

Q3. What was the most obvious next step and would you take it?



Chuong - Using mobile device

1. It's a mountain map app that you can use offline.
2. It's got super detailed map terrain of mountains for mountaineers and snow sports people.
3. Next step would be to download the app. But it's not for me. I'm barely even a casual mountaineer 😊.

Additional comments: I went to look at their news section to see if they had been featured in any major publications. Was using this to gauge how credible the company is, but only found their own blog posts.

Sian - Using mobile device

1. It's a website for an app, that's basically Google maps, but for mountain skiers, bikers, and hikers.
2. A more in-depth way of planning routes in mountains, as well as discovering and sharing well-established routes.
3. The next step appears to be to download the app in the Google Play Store. Were I someone who spent a lot of time up in the mountains, then yes I would download it.

Hasanga - Using mobile device

1. Site seems to be promoting an app which helps me find locations for doing adventure activities.
2. To find ideas for the next outdoor adventure and to share my adventure in the app.
3. If I'm an adventure sports guy, I would click the download app icon. I'm not an adventure sports guy. So I will close and move on.

Additional comments: On mobile, the call to action button feels a bit lost. Basically, it blends in with the background and is easy to miss.



Christian - Using mobile device

1. It's a map app that also gives access to trails/hikes as though you were planning a journey on google maps and the route would be shown.
2. For the orienting capable, I think it gives easy to recognize directions/routes, for the others a big help in exploring the outdoors more.
3. Personally I don't need such a tool, but if I were a hiker I might very well download it.

Additional comments: I have a huge love of maps and like real-life ones! If whoever built this also likes maps, they should check out <https://muir-way.com>

Mark - Using desktop browser

1. Like a google maps for mountain and hiking trails, but then in the "go to map" section it seems much broader, but also empty at the moment.
2. More detailed route planning, but I really don't know enough about the intended market to know if that's a need.
3. That's not clear to be honest. It's not clear if its an app to be downloaded, and the "map" part of the site is hidden in the top right

Christina - Using mobile device

1. An app that plans and tracks your hike.
2. Provides specialised route planning and tracking for outdoor, sports and nature enthusiasts in alpine areas.
3. Download the app. I saw the google play symbol for Android users. Not sure if available on iPhone. Personally I wouldn't download as I'm not into alpine hikes/adventures.

Additional comments: I initially thought the logo on the top left was something like a triangular warning sign like this one .