Integrating a visually pleasing interactive installation, IoT automated edge computing, and dashboard for increased user engagement, safer travel, and easier trail management.

**OVERVIEW**

Eastrail is a beloved 42-mile trail system in Seattle's Eastside suburbs. It currently faces challenges impacting user experience, safety, and community engagement.

Key Issues:
1. Real-time user count updates and analysis.
2. Safety risks posed by high-speed bike traffic.

**PROCESS**

In our quest for innovation, we embraced Design Thinking to anchor our project in user-centricity, informed by 19 interviews, 1,145 surveys, and 4 expert insights. This approach cultivated a culture of iterative enhancement and continuous feedback.

By integrating Lean and Agile (Scrum) methodologies, we honed our focus on delivering value and fostering a nimble, collaborative environment for rapid development and refinement. This fusion of methodologies not only propelled the Eastrail experience to new heights but also showcased our adherence to industry benchmarks, underscoring our dedication to excellence and inventive solutions.

**SOLUTION: NATURE STORE**

Installation on the Trail

We are reimagining Eastrail as a localized Nature Store, uniquely tailored to celebrate and educate about the region's distinct natural environment and wildlife, fostering a profound and safe engagement with the wonders of nature.

**SOLUTION: DIGITAL TRAIL**

Web App For Trail Users

**Web App For Trail Managers**

**Special Thanks**

Ori Gershony, our warm and supportive mentor from Meta