DIAMOND CO.

Hiker’s Gear Weight Audit Spreadsheet



| Clothing | Rain Jacket | 300g (10.6oz) | Waterproof | Y |

| Footwear | Trail Shoes | 900g (31.7oz) | Lightweight | Y |

| Backpack | 30L Pack | 1,200g (42.5oz) | Hydration bladder included | Y |

```
```

```
## **2. Core Spreadsheet Structure**

### **Sheet 1: Gear Inventory**
(Use the template above. Add rows as needed.)

### **Sheet 2: Pack Weight Analysis**
| **Pack Scenario** | **Total Weight (g/oz)** | **% of Body Weight** | **Notes** |
|---|---|---|---|
| Minimalist Pack | 1,500g (53oz) | 10% | 7-day trip |
| Full Load | 3,200g (113oz) | 22% | 14-day trip |

**Glossary:**
- **Base Weight:** Gear excluding consumables (e.g., food, water).
- **Pack Weight:** Base weight + food/water/fuel.
- **% of Body Weight:** Example: A 2,000g pack for a 100kg hiker = 2% of body weight.

**Recommended Limits:**
- **Daypack:** <10% of body weight.
- **Backpack:** 15-25% of body weight (varies by hiker).

### **Sheet 3: Visualizations**
- **Pie Chart:** Weight distribution by category.
- **Line Graph:** Pack weight vs. trip duration.
- **Bar Chart:** Essential vs. non-essential items.

```
```

```
## **3. User Feedback**
*(Embedded in the spreadsheet)*

### **Feedback Form (Google Forms/Excel)**
1. **Rating:** ★★★★★ (1-5 stars).
2. **Comments:** Open-ended text box.
3. **Email (Optional):** For follow-up.

**Example Feedback:**
> "Added a 'water weight' column to track hydration packs. Would love a 'cost per gram' tracker."

**Privacy Policy:**
- [Read Full Policy](https://example.com/privacy)
- **Data Collected:** Email (optional), anonymized gear lists.
- **Retention:** 1 year (or until you request deletion).
- **Device Info:** IP addresses logged for security, not stored.
- **Opt-Out:** Uncheck the email box to skip storage.

```
```

```
## **4. Private Beta Distribution Plan**
*(Limited to 50 users for feedback)*

### **Invite Process**
1. **Email Invites:** Personalized with a unique link (e.g., `hikersgear.com/beta?user=123`).
2. **Social Media:** Shareable link with referral tracking.
3. **Referral Bonus:** 1 extra invite per 5-star review.

**Example Invite Email:**
```

```
Subject: Your Invite to the Hiker's Gear Weight Audit Beta

Hi [Name],

Try the spreadsheet [here] and share feedback by [date].

Refer a friend and get an extra invite.

---

## **5. Success Metrics**

| **Metric**                | **Target**       | **Current** |
|---------------------------|------------------|-------------|
| Unique users submitting feedback | 50+              | 0           |
| Feedback quality score    | 4.0+ (1-5 scale) | -           |
| Spreadsheet adoption rate | 80%+             | -           |

---

## **6. Risk Mitigation Rules**

- **Kill Rule:** If <10 feedback submissions in 7 days, pause distribution.
- **Boost Rule:** If 5+ 5-star reviews, expand to 100 users.
- **Clone Rule:** If 30+ users request a similar tool for another activity (e.g., cyclists), develop a new version.

---

## **7. Next Steps**

1. **Develop Template:** Finalize Google Sheets/Excel file.
2. **Test Internally:** Share with 5 trusted users.
3. **Launch Beta:** Send first 20 invites.
4. **Analyze Feedback:** Adjust based on responses.

---

**Appendix: Example Gear List**
(Copy-paste into Sheet 1)
```

| Clothing | Rain Jacket | 300g (10.6oz) | Waterproof | Y |

| Footwear | Trail Shoes | 900g (31.7oz) | Lightweight | Y |

| Backpack | 30L Pack | 1,200g (42.5oz) | Hydration bladder included | Y |

```
|

---

**Ready to launch?** Share the spreadsheet and track feedback. Adjust based on responses.
```