

# Using K-Mode Clustering to Identify Personas for Technology on the Trail

Navyaram V Kondur

Thesis submitted to the Faculty of the  
Virginia Polytechnic Institute and State University  
in partial fulfillment of the requirements for the degree of

Masters of Science

in

Computer Science

Scott McCrickard, Chair

Steve Harrison

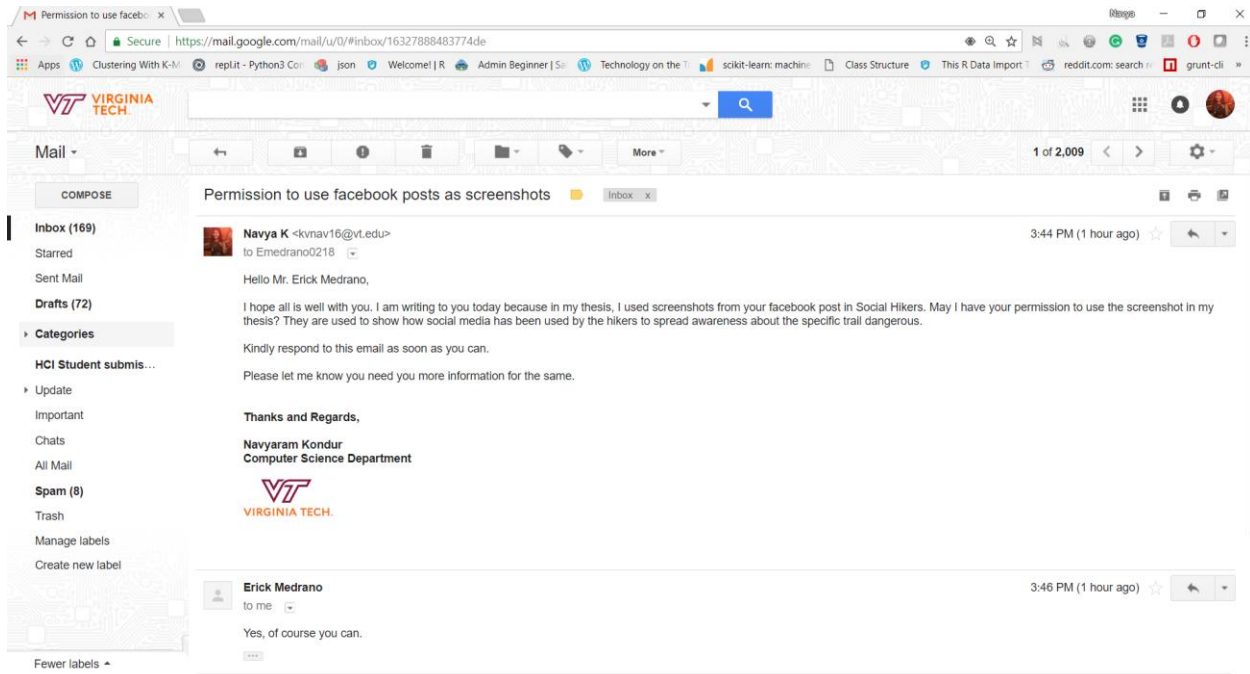
Michael Horning

April 19, 2018

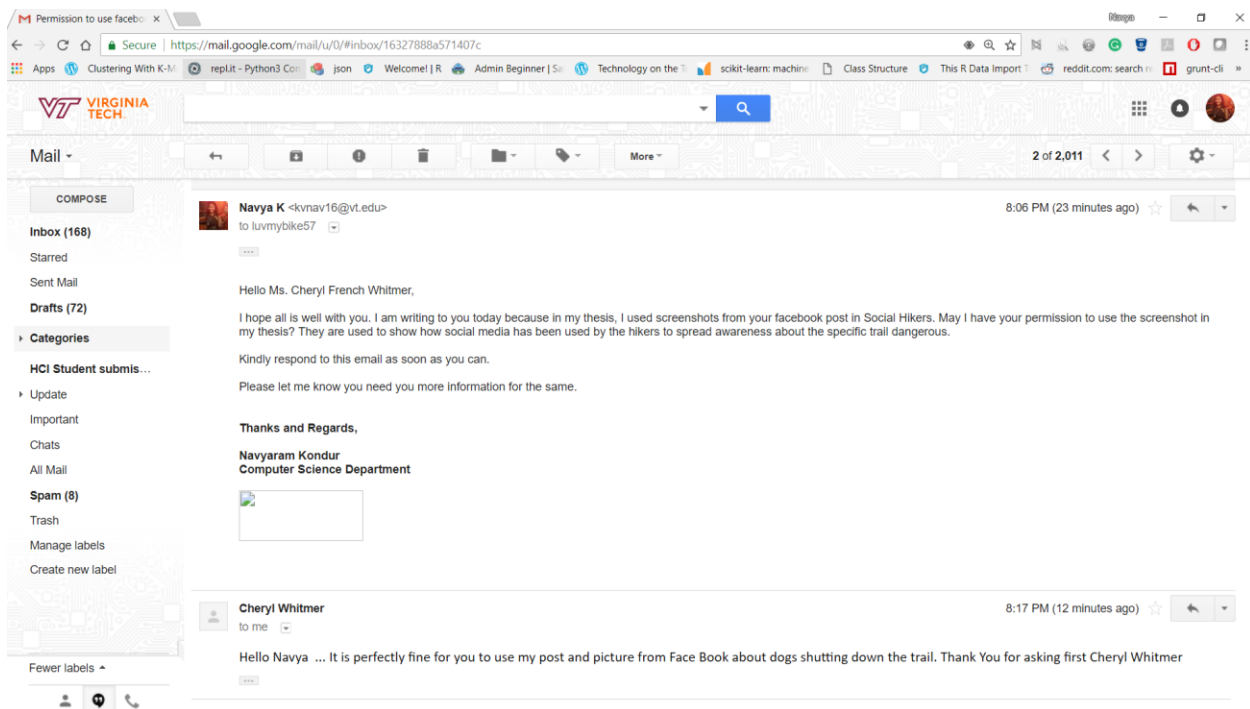
Blacksburg, Virginia

Keywords: Technology, Hiking, Trail, Technology on the Trail, Persona, K-Mode Clustering, Descriptive Analysis, Human Computer Interaction

Copyright 2018, Navyaram V Kondur



Permission from Erick Medrano for Figure 2.1.



Permission from Cheryl Whitmer for Figure 2.2.