Uncharted

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Overview

- Overall problem & solution
- Contextual inquiry description & results
- Task analysis results
- Three representative tasks
- Three application ideas
- Early design sketches
- Summary

Overall Problem

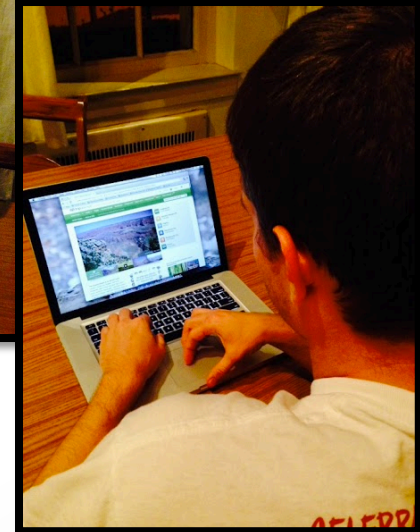| Type	Place	Arrive	Depart	Transportation	Trans Cost	Housing	Housing Co
Trips in Italy	Siena			Bus?			
	Bologna						
	Pisa						
	Lucca						
	San Marino			?			
	Ravenna						
	Wine Tasting Day Trip?			Vespa/Bus			
	Roma			Train			
	Vatican City						
	Venice			Train			
	Verona						
	Milano			Train			
	Cinque Terre						
	Genoa						
	Lake Como						
	Sicily	5/8/2014	5/11/2014	Idk	0	idk	
	Naples			Train			
	Pompeii/Amalfi Coast			Train			
Weekend Trips in Europe	Zurich			Flight			
	Nice			Flight			
	Malta (My favorite)			Flight			
Trips outside shengen	Somewhere outside shengen			Flight			
	Ireland? London?			Flight			
							A POTENTIAL PLAN
Weekends:	Notes:	Place:		Other Notes:		weekend	place
3/28-3/30	Orientation	florence day or		Don't know if san marino day or weekend		3/28-3/30	orientation and florence

Solution
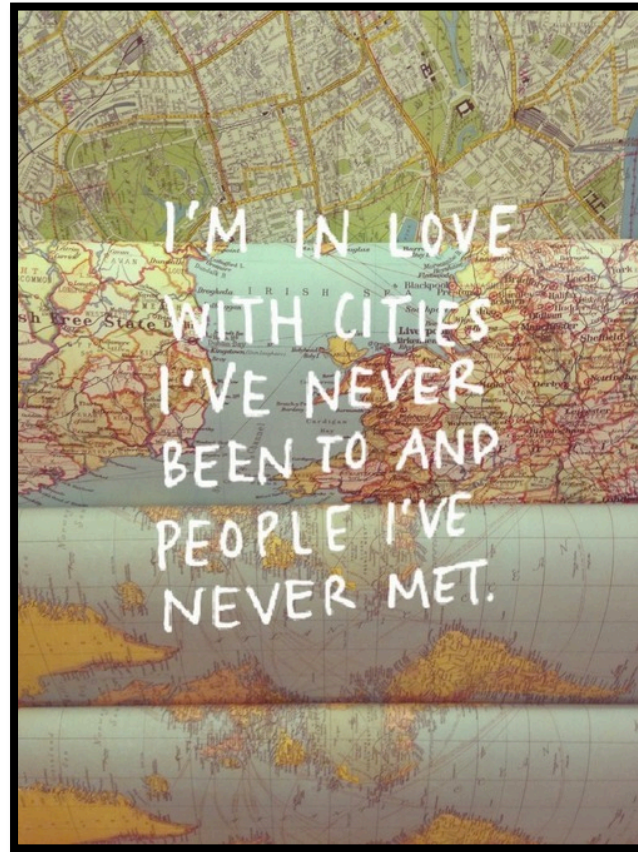
Contextual Inquiry – Description

- All avid travelers who have planned trips

- In target age range (18–25)
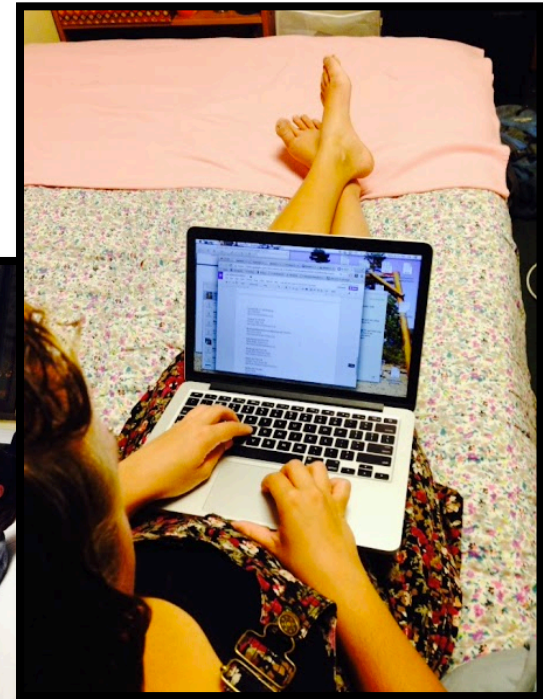
- Recruited through personal connection

Contextual Inquiry – Jonathan

- Senior at Stanford
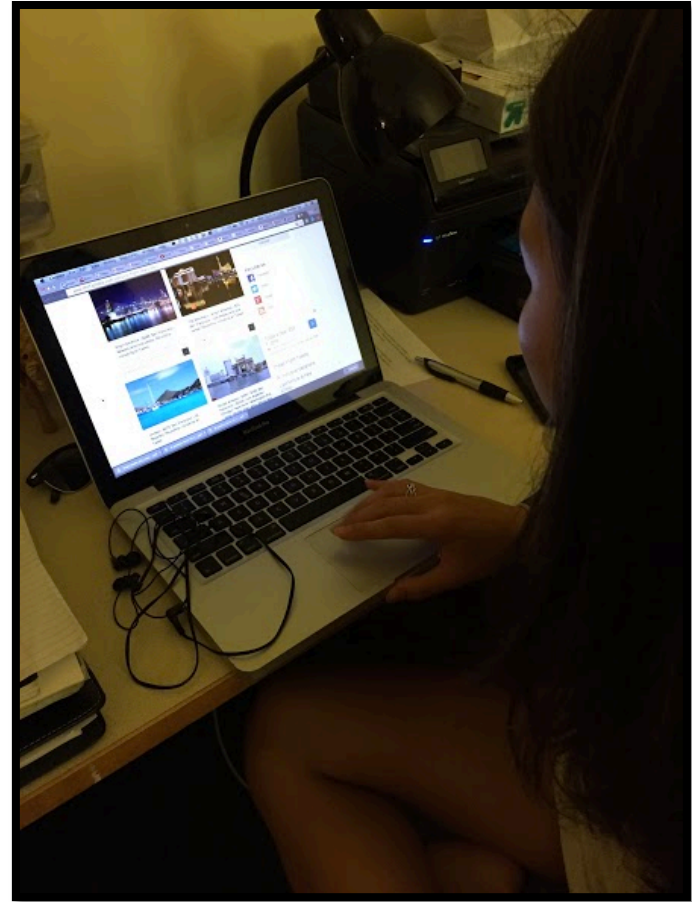- Interviewed in Ujamaa

Contextual Inquiry – Aileen
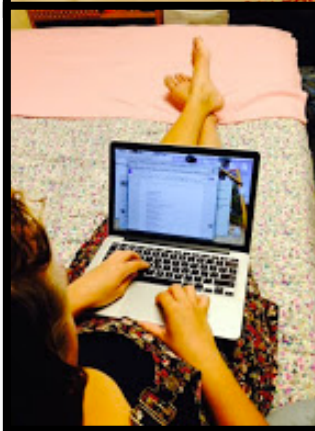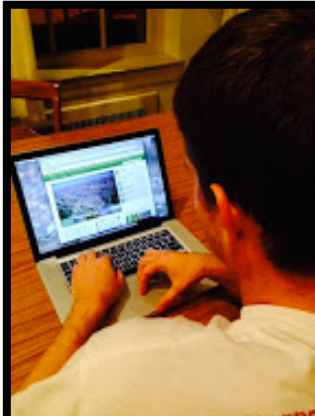
- Senior at Stanford
- Interviewed in Xanadu

Contextual Inquiry - Shelley

- Senior at Stanford
- Interviewed in Xanadu

Contextual Inquiry – Results
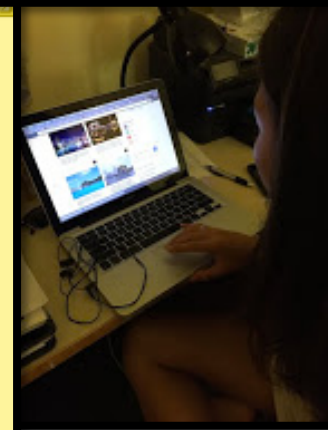
Task Analysis Results

- Who is going to use the system?
  - 18-25 year old students and young
  - Travel for fun, looking for new experiences

- What tasks do they now perform?
 - Search or ask friends for a travel destination
  - communicate with friends to gauge interest
- What tasks are desired?
  - Communication
  - Research
  - Logistics

Google

Task Analysis Results

- ## How are the tasks learned?
  - Repeated action; adapting pre-existing skills

  - From friends (e.g. theFlightDeal)

- ## Where are the tasks performed?
  - Computer
  - At home or hostel/hotel

- ## What is the relationship between customer & data?
  - Inundated with data
 - Want less data, more value
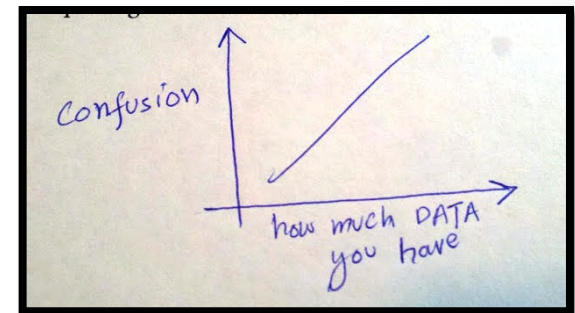
Task Analysis Results

- What other tools does the customer have?
  - Google search, Google Docs, email/ Facebook threads, TripAdvisor reviews, flight sites
- How do users communicate with each other?
  - Email, Facebook, Google Docs
  - Word of Mouth
  - Skype
- How often are the tasks performed?
  - Logistics very cyclic; tasks performed often
  - Whole task list only once or twice a year

Task Analysis Results

- What are the time constraints on the tasks?
    - Activity planning often short notice
    - logistics planning generally well in advance
- What happens when things go wrong?
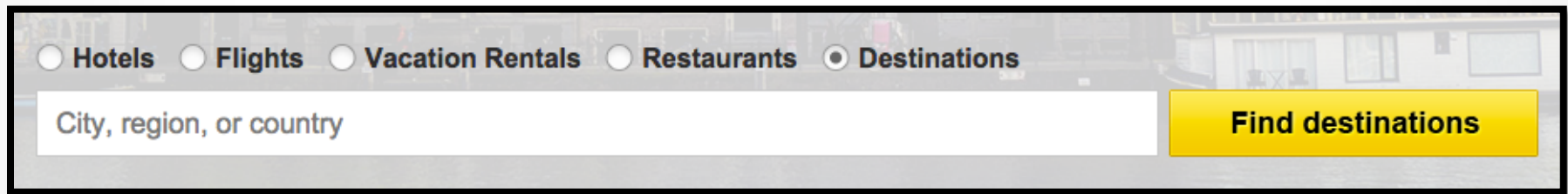   - Stuck abroad
    - Activity that is not fun or exciting
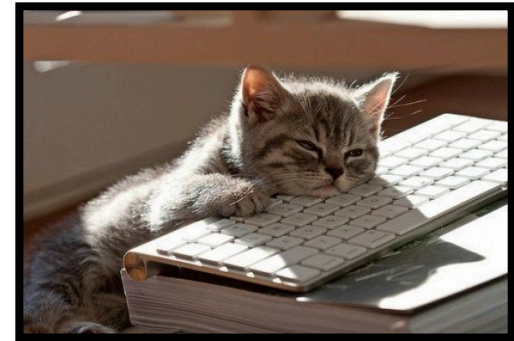
Representative Task – Simple

- Build a list of potential destinations

Representative Task – Moderate

- Filtering destinations

Representative Task – Complex

- Find itineraries or activities for those destinations

| Date	Location	Time	Contents
June 26 (Tue)	New Millennium Hall Yonsei University	07:00~07:20	Attendance Check & Luggage Check-In
		07:20~07:50	En route to Yongsan Station by bus
	Yongsan Station	07:50~08:05	Arrival at Yonsan Station & Board a KTX
		08:05~11:45	En route to Yeosu by KTX
	Yeosu	11:45~22:30	Arrival at Yeosu & Yeosu EXPO Tour
		22:30~23:50	En route to Hotel by bus
		23:50~	Hotel Check-In
June 27 (Wed)	Gurye	06:30~08:00	Wake-up, Breakfast & Hotel Check-out
		08:00~08:10	En route to Hwaeomsa (Temple)
		08:10~09:20	Hwaeomsa (Temple) Tour
		09:20~10:40	En route to Gwangyang Steelworks by bus
	Gwangyang	10:40~11:50	Gwangyang Steelworks Tour
		11:50~12:40	En route to Suncheon
	Suncheon	12:40~13:40	Lunch
		13:40~13:50	En route to Suncheon Bay
		13:50~16:00	Suncheon Bay Tour
		16:00~16:40	Depart for Naganeupseoung Folk Village by bus
		16:40~18:00	Naganeupseoung Folk Village Tour
	Gwangju	19:30~20:30	Depart for Gwangju & Dinner
		20:30~	Arrival at Hotel & Hotel Check-In
June 28 (Thu)	Gwangju	06:30~08:30	Wake-up, Breakfast & Hotel Check-out
		08:30~10:00	En route to Jeonju Hanok Village
	Jeonju	10:00~12:30	Jeonju Hanok Village Tour
		12:30~14:00	Lunch
		14:00~15:00	Watching Traditional Performance
	New Millennium Hall Yonsei University	15:00~18:20	Arrival at Yonsei University & Luggage Check-Out

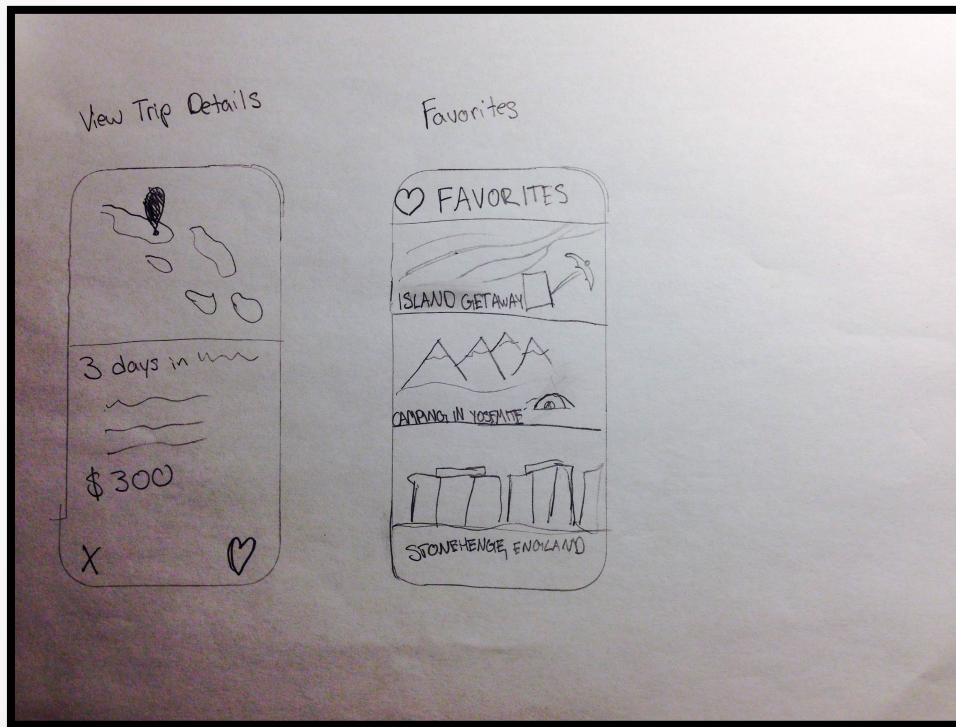# Application Idea – Group Collaboration
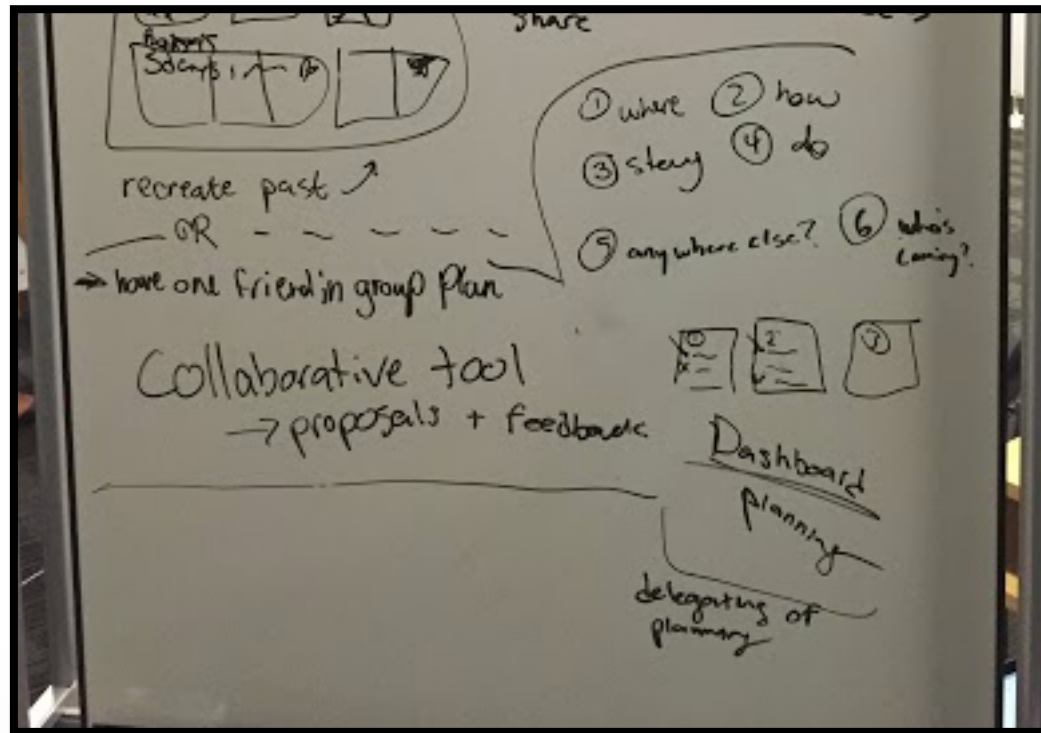
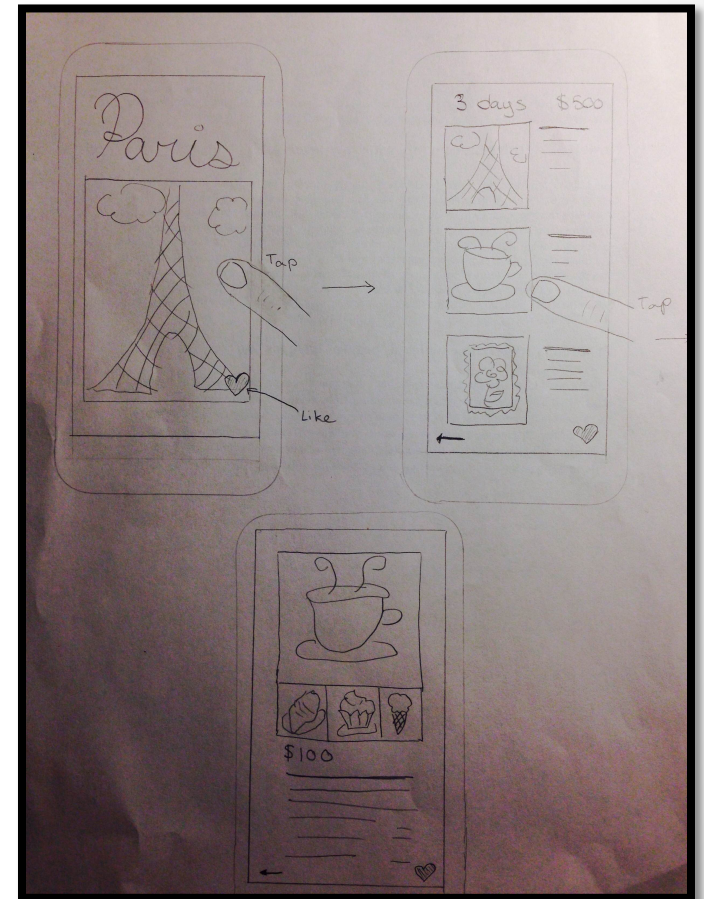# Application Idea – Share Itineraries
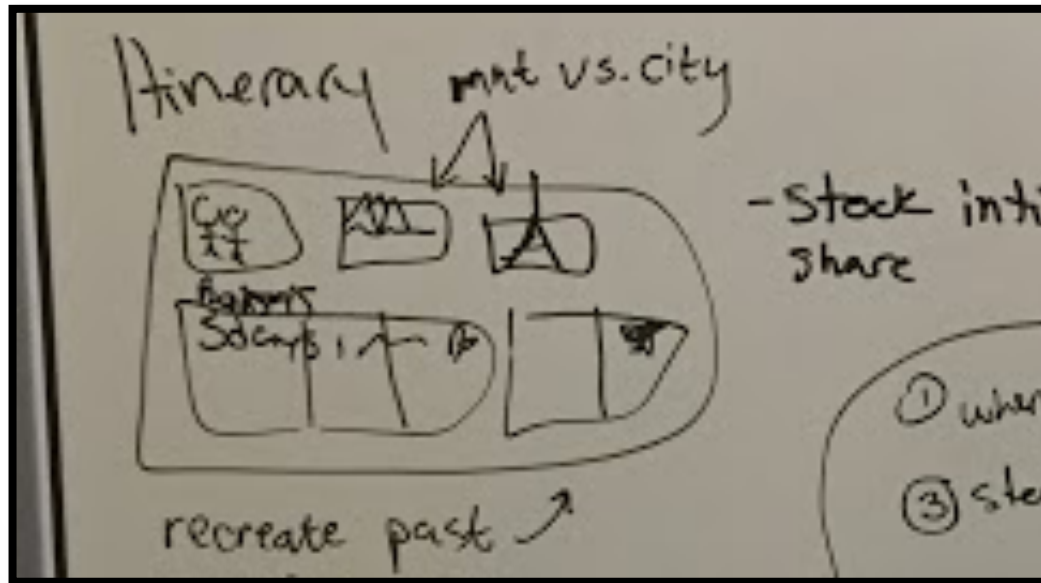
Application Idea – Earth Tinder
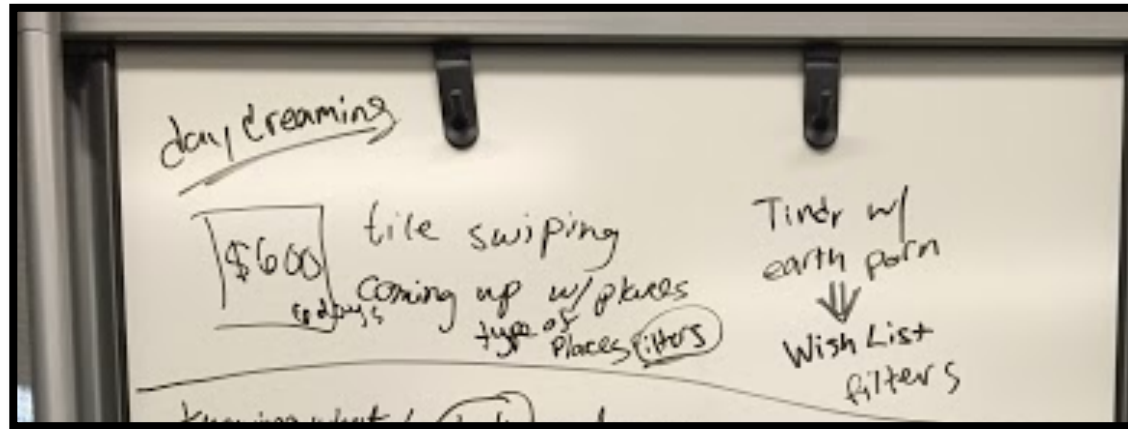
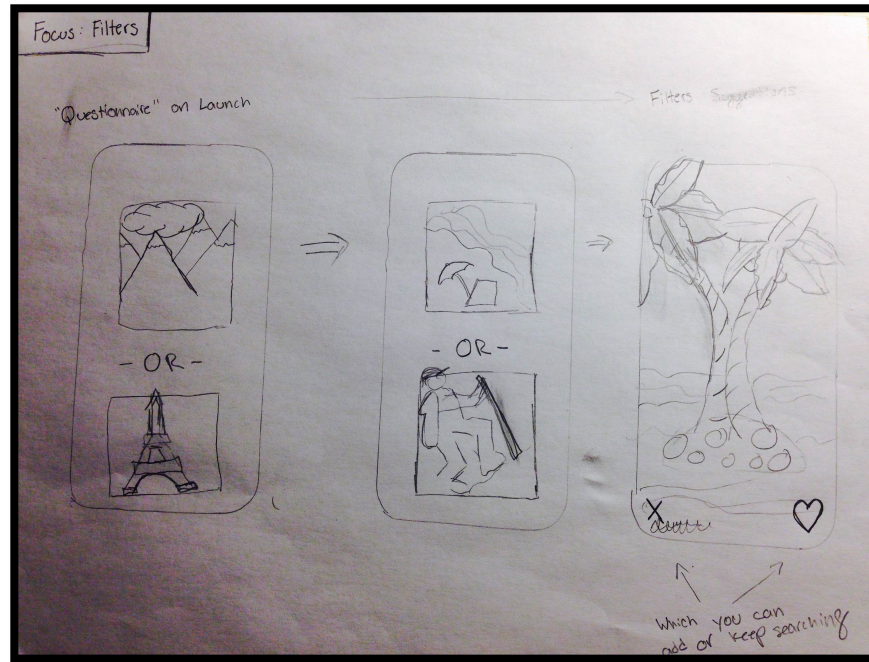# Early Design Sketches

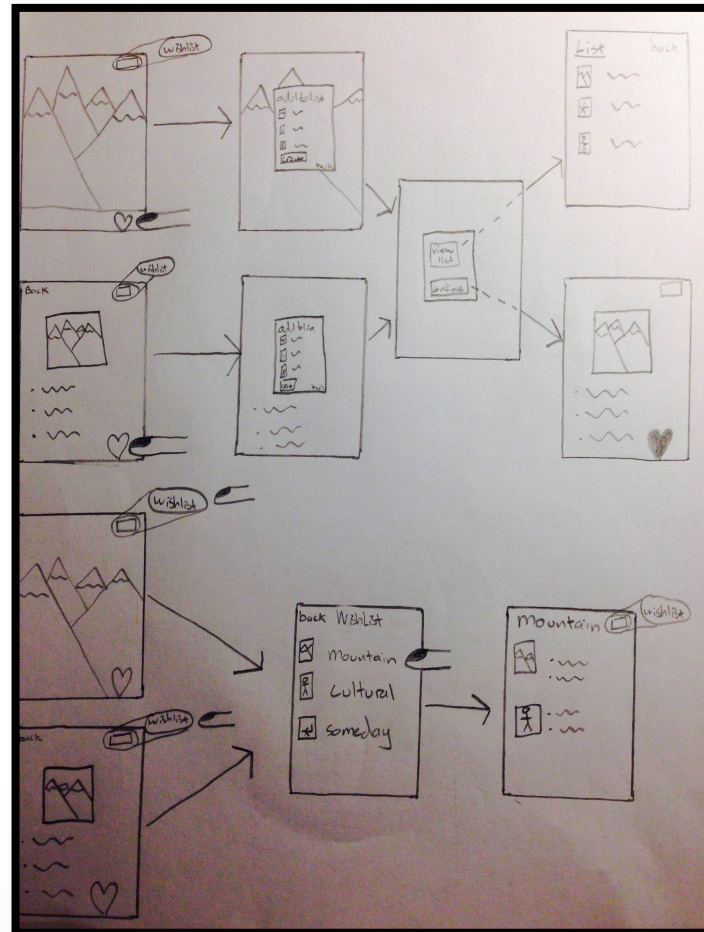Trip details and favorites

Trip details

Early Design Sketches

Filter with images

Early Design Sketches

Wish list

Summary

- Difficult to plan for trips
  - Logistics
  - destinations
- For finding destinations, there is too much info
  - Most is not useful
- The advice of friends is worthwhile
- Unchartered will provide a fun and engaging platform for discovering new places to travel