

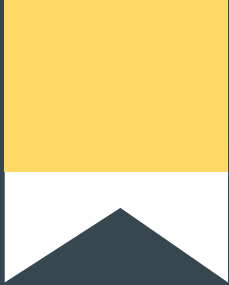
“Not All Those Who Wander Are Lost”¹

Studio Theme: Adventure

Problem Domain: Travel and Tourism

**Ryan Harber
Adam Abdulhamid**

**Seth Hildick-Smith
Eric Peter**



Overview

- **Initial POV**
- Further Needfinding Results
- Revised POVs
- How might we?
- Experience Prototypes

Initial POV

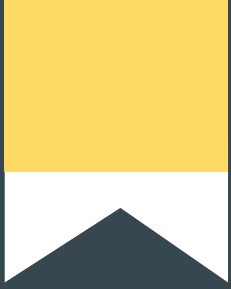


We met... Bill from Shanghai

Who needs... handicap accessibility

Because... his mother uses a
wheelchair

Game changer... mapping app for handicap
accessibility



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Interview: Ramsey

- Ramsey is an employee at HP who moved here from Colorado



Interview: Ramsey

- Ramsey is an employee at HP who moved here from Colorado
- Took a vacation/business trip to Germany, Belgium, and Amsterdam for the Drupa trade show



Interview: Ramsey

- Ramsey is an employee at HP who moved here from Colorado
- Took a vacation/business trip to Germany, Belgium, and Amsterdam for the Drupa trade show
- He explained how important data for navigation is, but complained that data is expensive abroad. He also had to be more careful about his phone battery



Interview: Mr. Ho and Mr. Huang

- We met Mr. Ho, Mr. Huang and their translator Michael



Interview: Mr. Ho and Mr. Huang

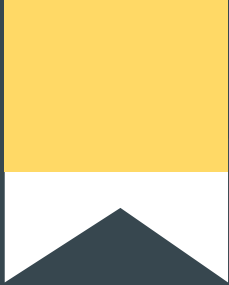
- We met Mr. Ho, Mr. Huang and their translator Michael
- Traveling to visit friends who live in Seattle and the Bay Area.



Interview: Mr. Ho and Mr. Huang

- We met Mr. Ho, Mr. Huang and their translator Michael
- Traveling to visit friends who live in Seattle and the Bay Area.
- Their greatest trouble when traveling was their reliance on their translator.





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Revised POV #1



We met... Bill from CalTrain

Who needs... commuting friends

Because... he is lonely on commute

Game changer... help Bill socialize during commute

Revised POV #2



We met... Bill from CalTrain

Who needs... something to do on
commute

Because... he is bored on commute

Game changer... help Bill be productive during
commute

Revised POV #3

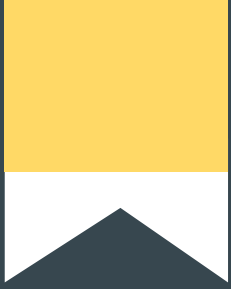


We met... Steve from GSB

Who needs... help with group travel

Because... he was stressed while
hosting his friends in Lebanon

Game changer... help Steve track logistics/schedule for
the group



Overview

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We met Steve

- We were amazed to realize... Steve was stressed about providing travel logistics for his friends
- It would be game changing to... make a platform for managing travel logistics and keeping track of his friends

How Might We:

1. Show friends locations overseas
2. Mix people's itineraries into location
3. Dynamically share a schedule w/ friends
4. Split costs/bills/tickets among friends
5. Itinerary collaboration/asking for comment
6. Keep track of friends' statuses/updates
7. Help friends w/ local transit
8. Ensure/encourage timely payment
9. Getting people to their job loc. right time
10. Collect feedback from friends
11. Show photos/memories/videos in timely manner
12. Make group purchases
13. Let him drink more
14. Let him get more sleep
15. Bundle log. group reservations

We met (caltrain) Bill

- We were amazed to realize he... had trouble finding carpool buddies left California for the first time this year
- It would be game changing to... Make his carpool more social

HMW:

1. Enable him to find affordable travel
2. Meet people with similar destinations
3. Remove his need to commute
4. Find alternative transportation
5. Fund commute through other means
6. Explore adventure options
7. Make commuting profitable
8. Make his travel/commute socially engaging not lonely
9. Make his commute the highlight of the day
10. Use the free time of commuters to build something
11. Make the commute like a party
12. Encourage conversation among caltrain riders
13. Remove social distractions (phones) from train
14. Ease first time travel
15. Facilitate passport application speed
16. Present cheap travel/adventure trips
17. Make first time travel delighting not daunting

assumption

POV against

sunshy

Analogy

Game changer... help Bill socialize during commute

HOW MIGHT WE

- Help Bill meet people with similar interests
- Encourage conversation among passengers
- Make Bill's commute the highlight of his day

Game changer... help Bill be productive during commute

HOW MIGHT WE

- Make commuting/traveling profitable for Bill
 - Allow riders to collaborate on projects
- Help riders learn cool stuff from other passengers

Game changer... help Steve with group travel logistics

HOW MIGHT WE

- Help Steve's group collaborate on/share an itinerary
 - Help the group split bills and other travel costs
- Help the group share photos and videos from trip

o Tilt for travel w/ Venmo integration

o Group polling/voting for train collab.

o Group travel booking app (link flight/hotel + food ...)

o Itinerary sharing app

o Tool to track purchases among the group

o Group flight purchase + venmo/cc.

o Group bill splitting app + venmo

o Social itinerary feedback app

o Local transportation + cost splitting

o App for keeping track of who owes who what for the trip

S
R

R Super local Tinder E
app for learning from pros ...

- hyper local trivia
- hyper local chatroom/feeds

M - Sharing your commute schedule w/ friends

- meal sharing w/ commuters
- social dinners
- ask commuters anything
- collaborate on art
- music sharing/collab.
- train seminars/lectures
- find for not sex

E

A

- 4 o Split costs/bills/tickets among friends
- 5 o Itinerary collaboration/voting/organization

S

o Group shopping list app

- 1 - Ride sharing between peers
- 2 - Ride sharing for shopping
- R Mechanical Turk type crowd sourcing for cultivation
- 4 - Carity task for bored commuters
- 5 - Pay commuters tasks like captcha labeling
- 6 - Caltrain networking
- 7 - Partnership with towns to fund bikers
- 8 - Walking club, pay members, profits for walking
- 9 - Bike delivery on route
- 10 - Sen train to pay to use
- Make commuting profitable
- Make his travel/commute socially engaging next locally
- Use the free time of commuters to build something

S

R

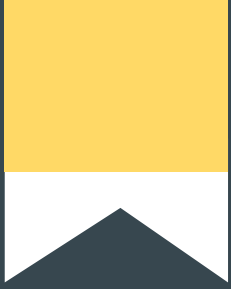
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R

A

POV against

Search



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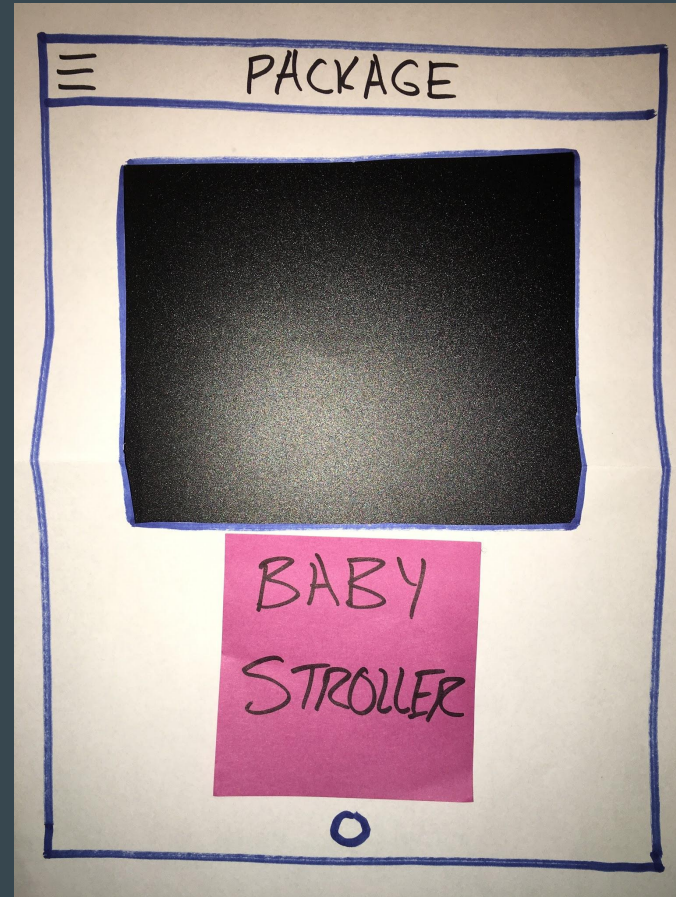
EP #1: Uber for Packages

The Gist

Find and pay travelers (private carriers) to transfer your belongings safely from point A to point B

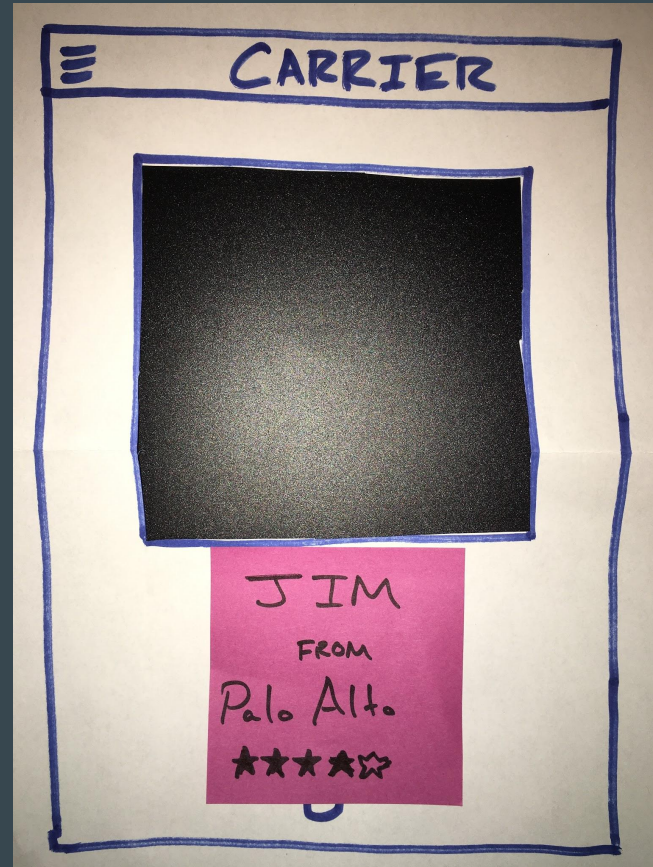
EP #1: Uber for Packages

Artifact #1



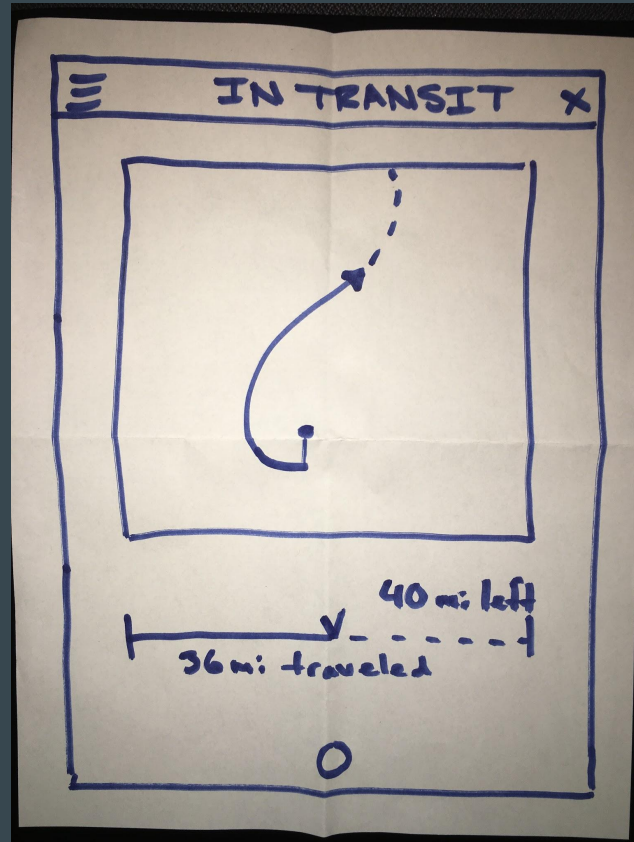
EP #1: Uber for Packages

Artifact #2



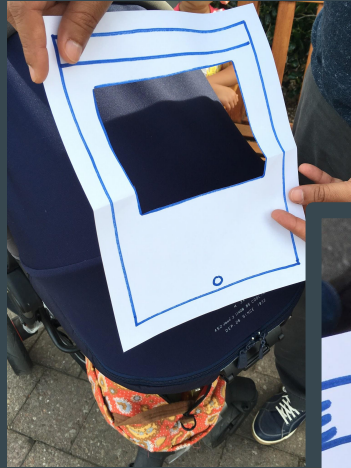
EP #1: Uber for Packages

Artifact #3

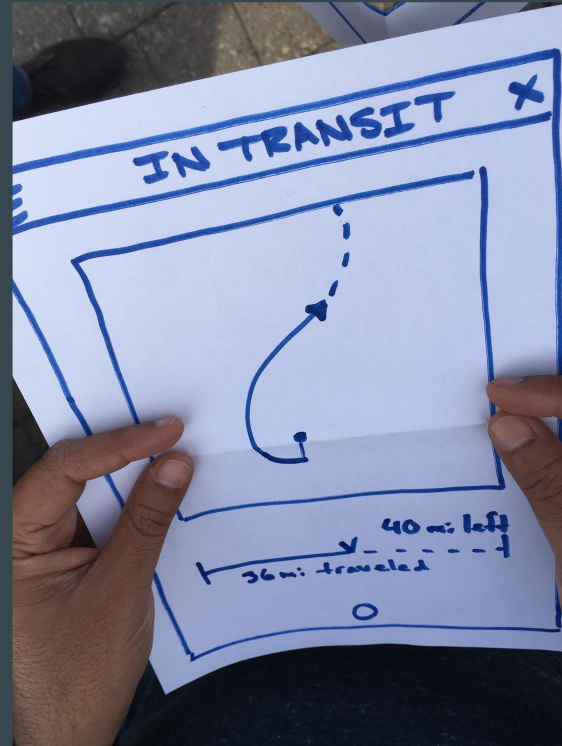


EP #1: Uber for Packages

Methods,
Where,
Who/Why



Testing



EP #1: Uber for Packages

What Went Well?

- Tester liked carrier profiles/ratings

EP #1: Uber for Packages

What Went Well?

- Tester liked carrier profiles/ratings

Not So Well?

- Tester wanted to know the cost structure vs. UPS

EP #1: Uber for Packages

Surprises?

- Tester would definitely use if cheaper than UPS

EP #1: Uber for Packages

Surprises?

- Tester would definitely use if cheaper than UPS

New Learnings?

- A package insurance protection policy would greatly increase Tester's trust

EP #1: Uber for Packages

Validity?

- Yes (if we prove cost benefit)
- New assumption: Package insurance

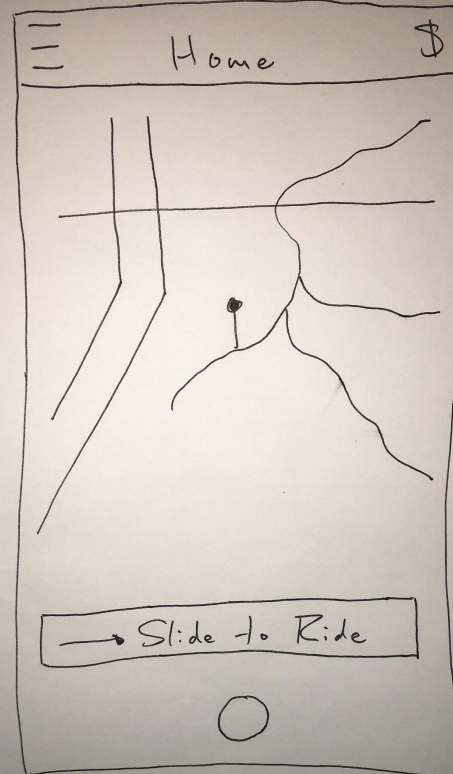
EP #2: Bike Rewards

The Gist

Get rewards in exchange for commuting
on your bike

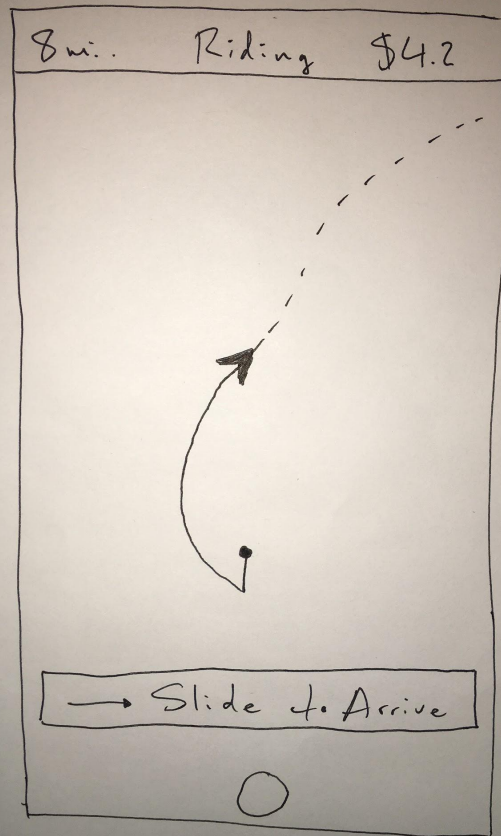
EP #2: Bike Rewards

Artifact #1



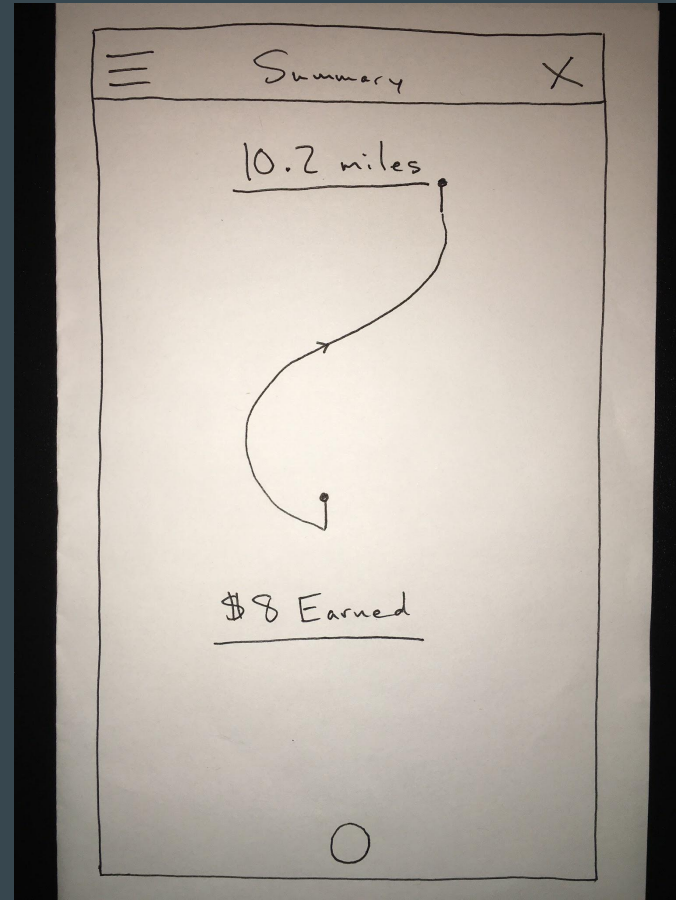
EP #2: Bike Rewards

Artifact #2



EP #2: Bike Rewards

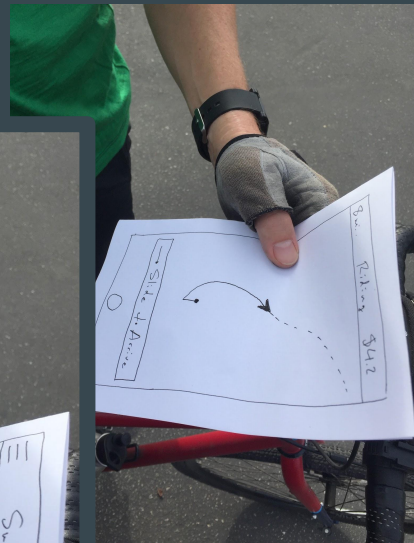
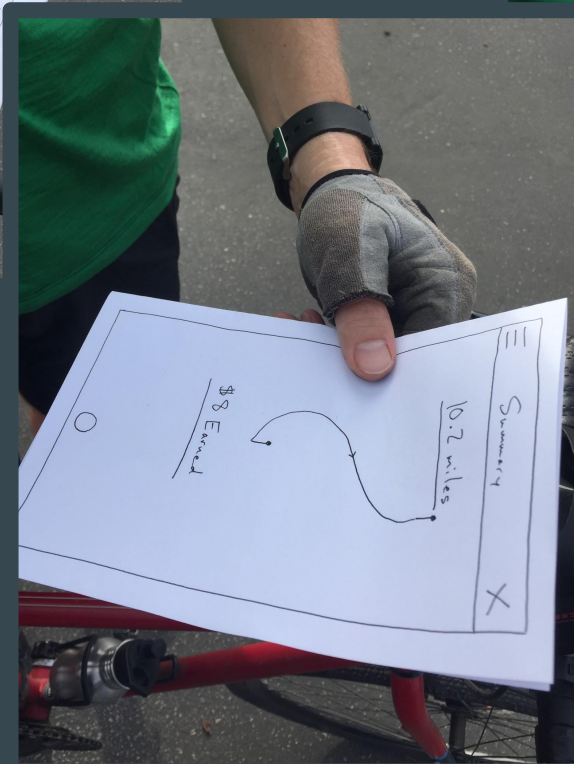
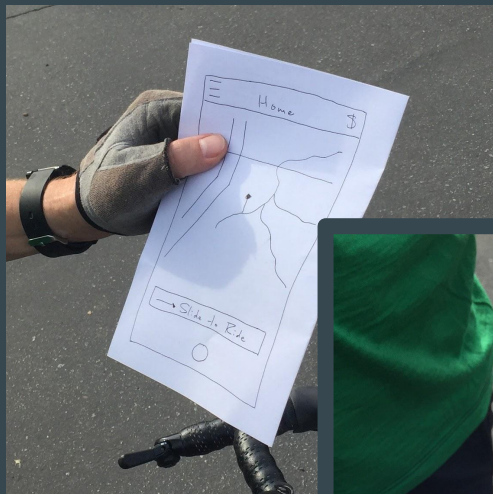
Artifact #3



EP #2: Bike Rewards

Methods,
Where,
Who/Why

Testing



EP #2: Bike Rewards

What Went Well?

- MapMyRide already has the infrastructure in place

EP #2: Bike Rewards

What Went Well?

- MapMyRide already has the infrastructure in place

Not So Well?

- Bike commutes aren't feasible in some places

EP #2: Bike Rewards

Surprises?

- Community Rewards

EP #2: Bike Rewards

Surprises?

- Community Rewards

New Learnings?

- Common commute big data

EP #2: Bike Rewards

Validity?

- Yes (in some locations)
- New Assumption: \$ will incentivize?

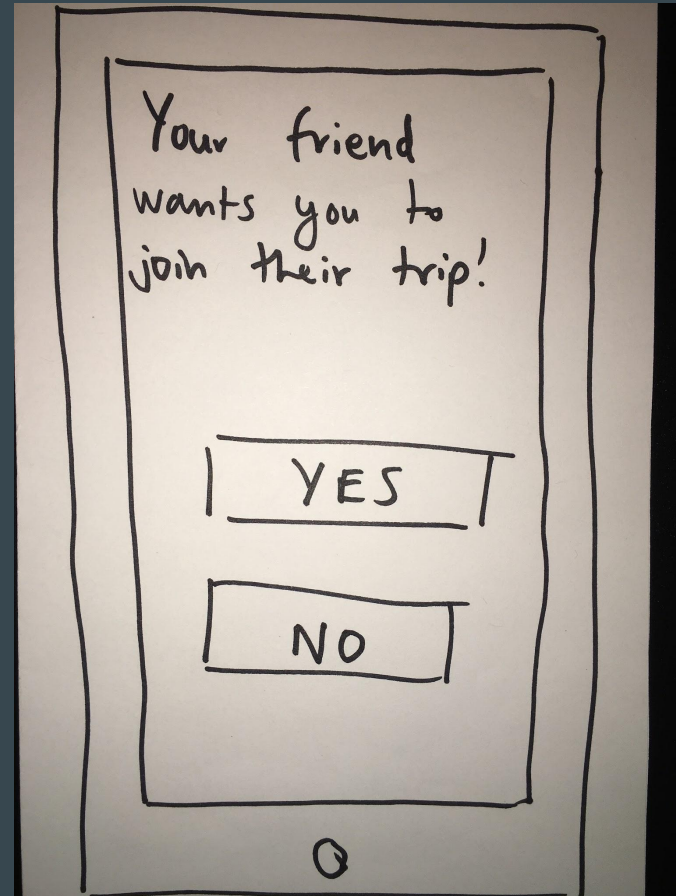
EP #3: Virtual Travel Agent

The Gist

Organize group travel booking/payment
and offer itinerary collaboration

EP #3: Virtual Travel Agent

Artifact #1



EP #3: Virtual Travel Agent

Artifact #2

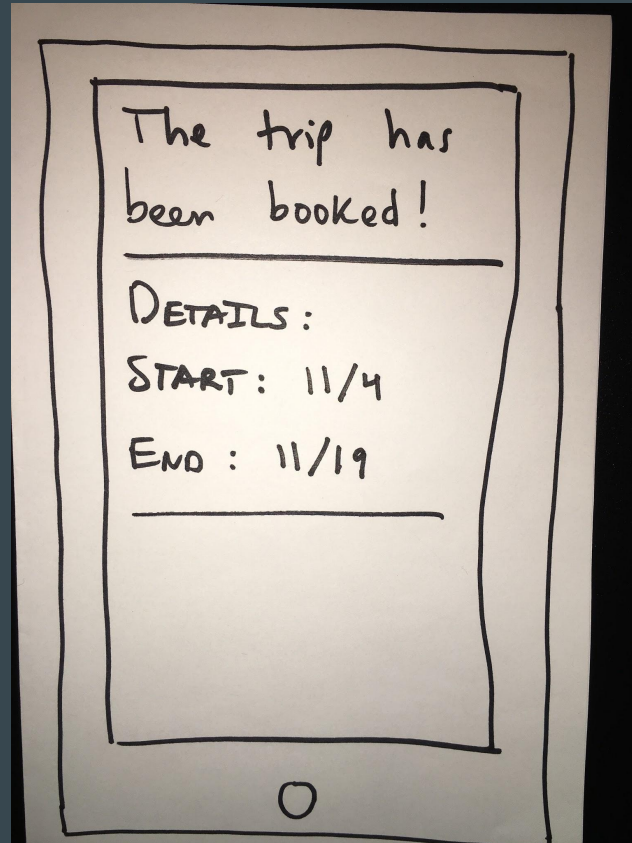
A hand-drawn sketch of a travel agent interface on a piece of paper. The interface is enclosed in a rectangular border and contains the following elements:

- TRIP TO:** THAILAND
- VOTE YOUR PREFERENCE:**
- START:** 11/4 11/7
- END:** 11/18 11/19 11/21
- COMMITMENT:**
- PAY NOW** (button)
- UPDATE ME LATER** (button)

At the bottom center of the paper, there is a small circle.

EP #3: Virtual Travel Agent

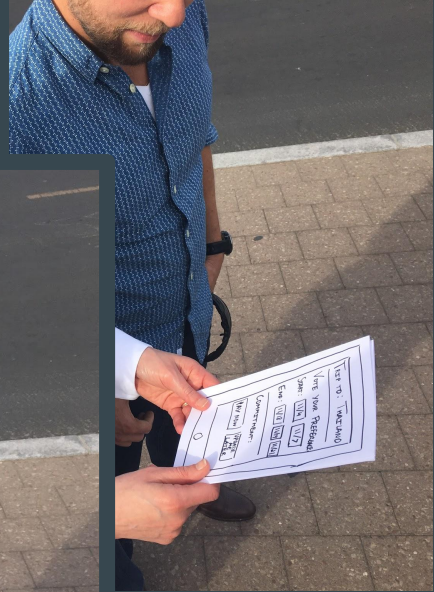
Artifact #3



EP #3: Virtual Travel Agent

Methods,
Where,
Who/Why

Testing



EP #3: Virtual Travel Agent

What Went Well?

- Voting for preferences (dates and other pieces)

EP #3: Virtual Travel Agent

What Went Well?

- Voting for preferences (dates and other pieces)

Not So Well?

- “Pay Now” - what if I don’t like trip voted #1?
 - Wanted more itinerary details

EP #3: Virtual Travel Agent

Surprises?

- Wanted to use for their company

EP #3: Virtual Travel Agent

Surprises?

- Wanted to use for their company

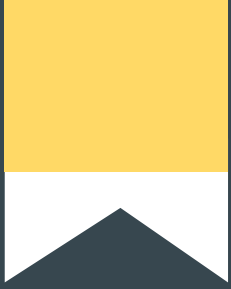
New Learnings?

- Details of itinerary must be present

EP #3: Virtual Travel Agent

Validity?

- Yes! Group coordination clear pain point - but need more detail on trip!



Thanks For Listening