

A sunset over the ocean with several sailboats visible on the horizon. The sun is low on the horizon, creating a bright orange glow and a reflection on the water. The sky is a mix of orange and blue.

# “Not All Those Who Wander Are Lost”<sup>1</sup>

Studio Theme: Adventure

Problem Domain: Travel and Tourism

A serene sunset scene over a beach. The sky transitions from a deep blue at the top to a bright orange and yellow near the horizon. The sun is partially obscured by a large rock formation on the left. The ocean waves are gently breaking on the shore, and a single person is walking along the water's edge in the distance. The overall mood is calm and peaceful.

# Introducing the team

Ryan Harber  
Adam Abdulhamid  
Seth Hildick-Smith  
Eric Peter

# Structure of today

Methodology

Introduce our interviewees

Share our analysis

- Empathy map
- Game changers

# Multiple criteria to choose a diverse set of participants

**Demographic diversity: age, gender, ethnicity**

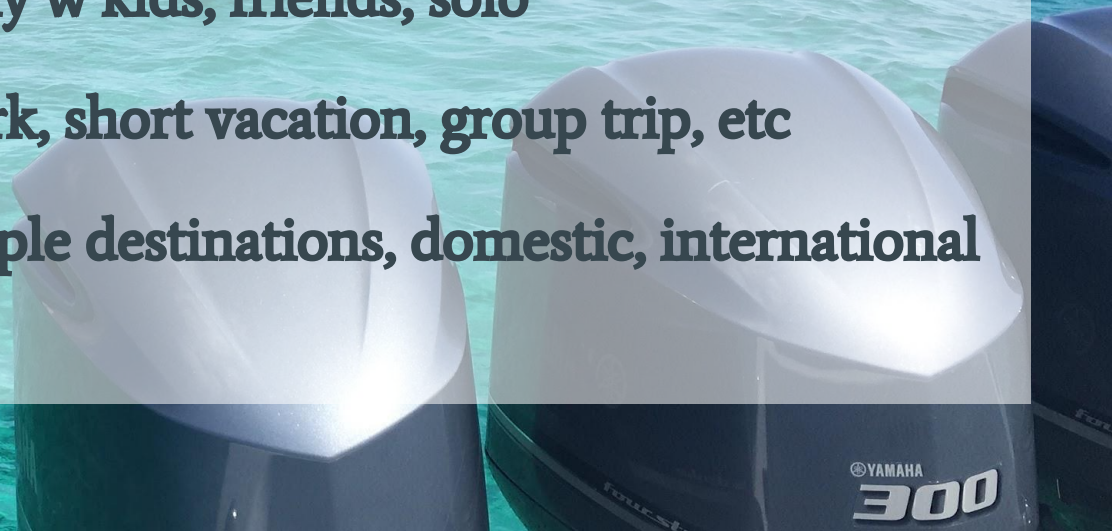
**Amount of travel: never, sometimes, several times a year**

**Travel partners: spouse, family w kids, friends, solo**

**Type of trip: commute to work, short vacation, group trip, etc**

**Location of trip: one or multiple destinations, domestic, international**

**Friends vs. not friends**



# Interview focused on participant's last trip...

## Pre-travel

- Planning
- Booking
- Budget

## Logistics

- Getting there
- Getting around while there

## Travel companions

- Traveling with?
- Met while there?

## Destination and activities

- How did you decide to do what?
- Did you do any paid activities/tours?
- How did you find/book them?
- How did you find restaurants?

## High points and challenges

- Did you take pictures/videos?
- When/how/where?

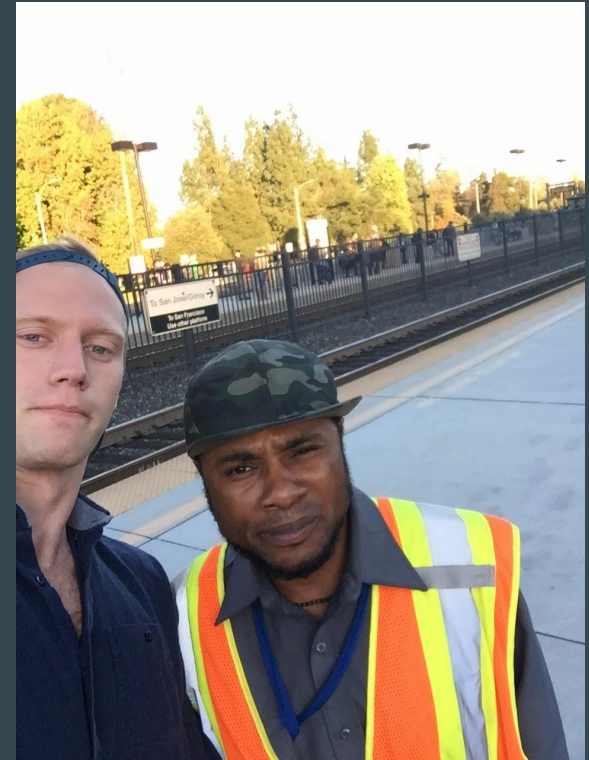
# Interview 1: Maria

- Middle aged female from Caltrain
- What was her adventure?
  - Took a vacation trip to Rome and London with her husband
- Lives in the area, was on her way up to SF to visit her daughter
- Why this adventure? Always wanted to travel to “must see” places
  - Had very romanticized views of Rome in particular
  - Went to London for a friend’s celebration



# Interview 2: Bill

- Male security guard @ train station
- What was his adventure?
  - Recently left California for the first time to go to Cabo San Lucas Mexico
- Lives in the south bay, works for the security firm contracted by Caltrain
- Why this adventure?
  - Honeymoon!
  - He didn't know what to expect from the international travel
  - Enjoyed interaction with a new culture



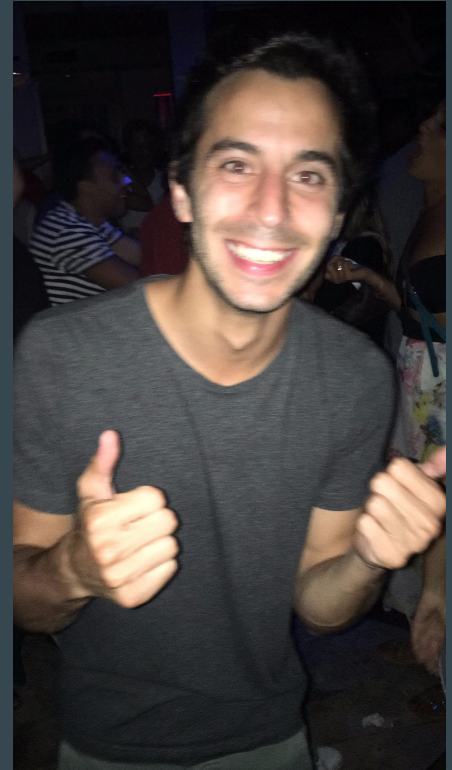
# Interview 3: Bill from Shanghai

- 48 year old Male
- Travels for business and pleasure all over the world
  - New York, Thailand, New Zealand, LA, Hong Kong, Venice
- “It was hard to get around when the public transportation was on strike”
- Uses airbnb and expedia
- Uses yelp in most countries for restaurant reviews
- “It’s hard to know if they are ripping you off.”
  - (In reference to a tourist he hired)
- Had trouble getting around in Venice because his mother was in a wheelchair



# Interview 4: Steve

- 28 year old Male @ Stanford GSB
- What was his adventure?
  - Planned a trip to his home country, Lebanon, for 15 of his friends for 10 days
- A self proclaimed “perfectionist” and “stressy” personality
- Why this adventure? Breakdown stereotypes of his country!
  - “Let others develop their own view of the country that is different than the news media”
  - “See that it is a normal place to live”



## Say

City transport =  
\$\$/burden

People don't talk  
on the train

Handicap accessibility  
is difficult

Hard to keep track  
of everyone

## Think

Public transit  
language  
barrier

Wants a  
sense of  
community

Hard to  
move  
around

Wants to  
be a good  
host

## Does

Took cabs and  
ate the cost

Tries to find  
buddies to  
commute with

Carries/pushes  
relative around

Looks worried, doesn't  
drink as much, buys sim  
cards for people

## Feel

Frustrated  
and ripped  
off

Bored and  
lonely

Exhausted  
and  
frustrated

Tired and  
very  
stressed

# Surprises: Interview 1

- **We met...** Maria, a middle aged woman who traveled to Rome and London with her husband recently
- **We were amazed to realize...** Navigating another country's public transit system, especially with a language barrier, is too difficult, especially without internet like most travellers.
- **It would be game changing to...** Have an easy way to plan public transportation routes in other countries and languages without having to plan so far in advance.

**“Public transit was too confusing. So, we took cabs everywhere, but it was very expensive.”**

# Surprises: Interview 2

- **We met..** Bill, a security guard who went to Cabo San Lucas, Mexico for his honeymoon
- **We were amazed to realize...**
  - He drive to work and want to carpool but has a hard time finding carpool partners to drive with
  - He observes people everyday standing face to face and not interacting on the train
- **It would be game changing to...**
  - It would be game changing to help Bill interact with new people by helping him get to work with a buddy

**“Bringing people together is a big task”**

# Surprises: Interview 3

- **We met...** Bill, a middle aged man from Shanghai who travels all over the world for business and pleasure
- **We were amazed to realize...** There are no good systems in place overseas for handicap accessible navigation
- **It would be game changing to...** Have an easy way to map and plan travel routes with a focus on handicap accessibility

# Surprises: Interview 4

- **We met..** Young man who planned a trip for 15 friends to his home country
- **We were amazed to realize...** Vast majority of the stress he experienced was NOT in the planning process! Stress was...
  - Getting people to commit to actually going
  - DURING the trip itself (keeping people organized, ensuring activities went smoothly, people had a good time)
- **It would be game changing to...** Provide a single interface to manage on the ground logistics and keep track of / in touch with his friends

**Why were you  
stressed?**





**In the moment...**



Steve is never stressed as a host



# Summary / next steps?

**People value travel because it allows them to make connections and experience new parts of the world.**

**But... logistics can often be difficult and travel can be costly.**

**How can we leverage technology to encourage people to explore the world and everything it has to offer?**