

CS147 - MicroAdventure Studio

Assignment 2

POVs and Experience Prototypes

Introduction

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Problem Domain

Our studio theme is MicroAdventure, and we wanted to focus our problem domain more specifically on travel.

Initial POVs

We met Bill from Shanghai, who recently took a trip to Europe with some of his elderly family. We were amazed to find poor handicap accessibility overseas, which was prompted by a strike in Venice, Italy which shut down some of the waterways. It would be game changing to be able to map and plan travel routes with a focus on handicap accessibility on short notice.

Additional Needfinding Results

We went back to interview a few more people to see if we could gain any further insights to our problem domain.



We met Ramsey, who works in Silicon Valley at HP. He went on a vacation/business trip this summer to several European countries including Germany, Belgium and the Netherlands. The primary reason was for the Drupa tradeshow where he represented HP. He explained how apparent our dependency on data to navigate becomes, and complained that data was expensive and he had to be careful about his phone dying so he could get around the different cities.



We met Mr. Ho, who is traveling with his friend Mr. Huang and their translator Michael. Last week they flew from Hong Kong together to Seattle and then drove down

to the Bay Area to see Stanford and Napa. The reason they are traveling the US is to see friends who now work and live here as well as to travel for tourism. We were amazed and impressed that they would embark on this adventure without any knowledge of english. We gained a few POV statements from the interview, some of which are listed above.

Revised POVs

First POV:

We met Steve, a Stanford GSB student who recently planned a trip for fifteen friends of his back to his home country of Lebanon. Steve had trouble with all of the logistics, and often felt overwhelmed and stressed trying to make sure everyone was safe and enjoying themselves. It would be game changing we could reduce the effort Steve had to expend and allow him to enjoy the trip more himself.

First POV HMWs:

How might we...

1. Share locations between friends
2. Mix people's itineraries into one platform
3. Dynamically share a schedule w/ friends
4. Split costs/bills/tickets with friends
5. Itinerary collaboration/voting/agreement
6. Keep track of friends status/updates
7. Help friends w/local transportation
8. Ensure/enforce timely payment
9. Get people to the right place at the right time
10. Collect feedback from friends
11. Share photos/memories/videos from trip with friends
12. Make group purchases
13. Let him be more relaxed/have more fun/be able to drink
14. Let him get more sleep
15. Handle large group reservations

Second POV:

We met Bill, who is a CalTrain security guard. We were amazed to realize two things. One is that he had never left California before this year, and two is that he often has a hard time finding friends to commute with. It would game changing if we could

make travel more accessible for Bill to solve the first issue. For the second, it would be game changing if we could help Bill find a way to socialize during his commute.

Second POV HMWs:

How might we...

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

Best HMW Statements

For Steve, these are our three best “How Might We” statements:

1. Dynamically share a schedule w/ friends as the trip changes
2. Split costs/bills/tickets with friends
3. Itinerary collaboration/voting/agreement

For Bill, these are our three best “How Might We” statements:

1. Make his travel/commute socially engaging not lonely
2. Ease the first time travel process
3. Use the free time of commuters to build/do something useful

Solutions Arising From the Best HMW Statements

Profitable commute/use commuters lazy hands:

1. Ride sharing between peers
- 2. Ride sharing for shipping**
3. Mechanical turk type crowdsourcing for caltrain
4. Gamify tasks for bored commuters
5. Pay commuters for work labeling captchas
6. Caltrain networking for professionals (sales people)
- 7. Partnership with towns to pay bike commuters**
8. Walking club: monthly membership fee that you win back as you walk (pay per step) possibility of profits
9. Bike delivery on route
10. Join with local municipalities/state for pay people to work from home

Split costs/bills/tickets among friends

Itinerary collaboration/voting/agreement

1. Tilt for travel w/ venmo integration
- 2. Group polling/voting for itinerary collaboration**
- 3. Group travel booking app (link flight+hotel+travel+food ...)**
4. Itinerary sharing app
5. Tool to track purchases among the group
6. Group flight purchase + price splitting
7. Group bill splitting app and the means to execute (link to banks)
8. Social itinerary feedback app for mobile
9. Local (within small radius even at home) transportation and cost splitting
10. App for keeping track of friends on the move and who comes to music festivals
11. Group todo (shopping list) app

Making travel/commute socially engaging

1. Super local tinder
2. App for learning from experts on the commute (train)
3. Hyper local trivia
4. Hyper local chatroom/radio
5. Sharing w/ commuters
6. Social dinners (random people for people for theme)
7. Ask commuters anything
8. Collaborative art on train
9. Music sharing/collaboration
10. Train seminars/lectures

11. Tinder for not sex (find buddies for activities near you)

Experience Prototypes

Group travel booking app (Robo Travel Agent)



This experience prototype was to test our group travel booking idea. The big thing we were trying to test was that groups would even want to build itineraries collaboratively in the first place.

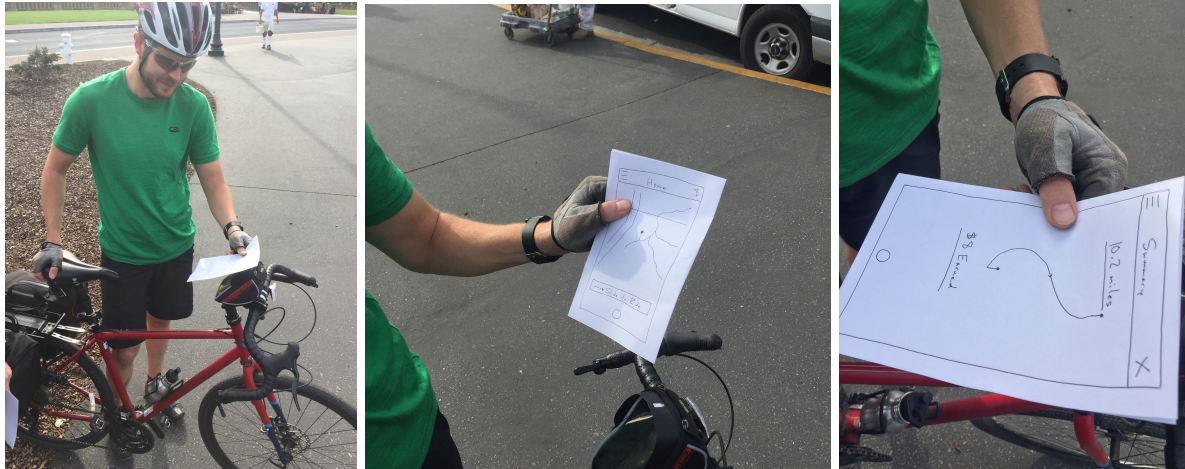
We created the prototype out of paper to simulate a mobile device. We had three simple screens. The first is getting an invite to a trip from a friend. The second contained information about the trip, and is where the user could vote on things like start and end dates, and cities within a certain country. The third contained a confirmation that is sent once a consensus is reached and the flights and accommodations are booked by our robo travel agent.

We interviewed 2 business travelers who also travel frequently for personal trips. The users reacted very positively to the idea of voting for preferences across different aspects of the trip - they cited frequent, long, and painful conversations over WhatsApp with their friends to coordinate details of a group trip. They felt this “hack” was unorganized and hard to follow and really liked the idea of being able to see everyone's preferences in one organized place. However, when it came to the envisioned “pay now” feature (that would require the user to commit on the spot to the trip -- a feature we created in response to a user's pain with getting their friends to commit in a timely fashion for a group trip), the test subjects reacted adversely. They wondered what would happen if the majority vote was for preferences they didn't like - specifically around date conflicts. In a future version, based on this feedback, we will consider more fine grained levels of commitment.

The most surprising piece of feedback was that our consumers wanted to use the app for business trips. Both of these users were on an international business trip and mentioned how it was always difficult to coordinate with co-workers on these trips: for example, some would arrive a day early or leave a day late, but they had no way of knowing for sure. In this use case, the app would be less about voting and more about knowing what others are doing,

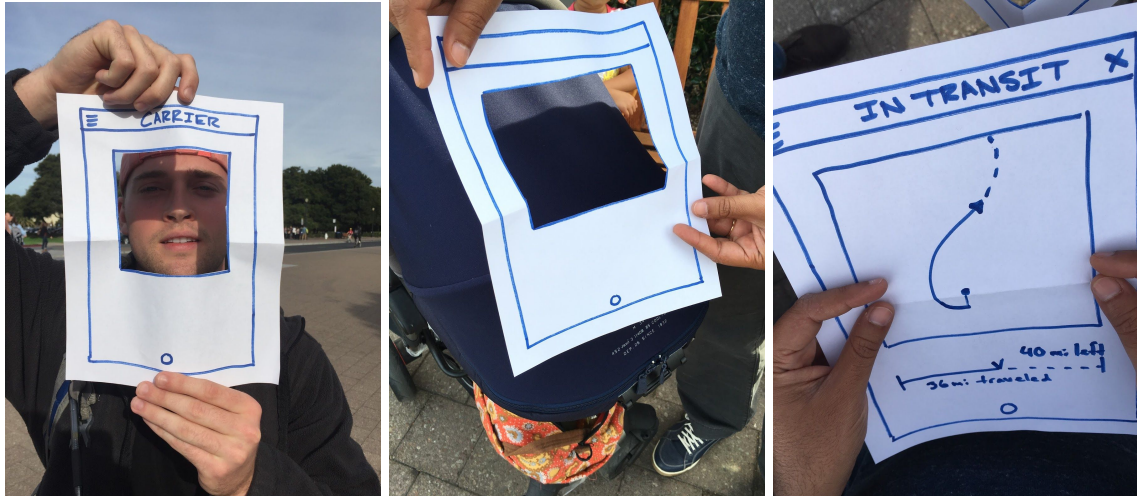
but this surprised us since we had originally envisioned this app as consumer-only with no application to business.

Partnership with towns to pay bike commuters (Bike Club)



This prototype was intended to test a true bike commuter on the experience and potential interface of the bike club idea. We made two primary assumptions: that the biker would be willing to interact with his/her phone before and after biking to work and that the user would be incentivized by money. We made the prototype out of paper and pen, stylized as iPhone screens. We tested the prototype by interviewing a bike-commuter and acting as a proxy for the logic behind the app. We found that it was invalid to assume that bikers are incentivized by money. Andres, was not incentivized by money but said he would be incentivized by money going to another cause, perhaps bike lanes. We now have an assumption of motivation by money (maybe to several destinations).

Ride sharing for shipping (Friend-Ex)



This prototype was made to test the interest in and experience with people using each others travel to move their belongings. We made the assumption that the largest trust issue would be with individuals trusting the other to care for their possessions. We made the prototype out of a series of “screens” drawn on paper. We tested the prototype by interviewing tourists on Stanford campus, asking them to “interact” with the interface and see if they would be willing to trust us with their stuff. I had some trouble getting the users to get more involved in the skit than rather superficial clicking on our interface. We learned that there is also a significant trust barrier on taking others stuff. How can we ensure that the package is legal and safe? Our assumption was partially valid, but we found that the trust cuts both ways.

Explanation and Analysis

We believe that the best prototype was the Virtual Travel Agent. The other prototypes received a mix of feedback - while there were some positives mixed in, we noted a lot of potential adoption issues, particularly related to trust. In our virtual travel agent prototype, the reaction was overwhelmingly positive and most of the feedback was centered on additional features, rather than lacking a sense of trust. Therefore, we decided to focus on VTA.

Pictures Appendix

This is a picture of our "How Might We" brainstorming session

We met Steve

→ We were amazed to realize...
Steve was stressed about providing travel legit 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 show a schedule of friends
4. Split costs/bills/tickets among friends
5. Itinerary collaboration/voting/appointment
6. Keep track of friends' statuses/updates
7. Help friends w/ local issues
8. Ensure/advise timely payment
9. Getting people to thought on budget/time
10. Collect feedback from friends
11. Share photos/memorabilia/videos in timely manner
12. Make group purchases
13. Let him drink more
14. Let him get more sleep
15. Handle lg. group reservations

We met (coltrain) Bill...

We were amazed to realize he...
not trouble finding carpool buddies
left caltrain for the last 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. Find 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 list for travel
15. Facilitate passport application pool
16. Present cheap travel/advance trips
17. Make list free time travel delightful not daunting

assumption → 3

POV against → 7

Search → 8

Analogy → 10

This is a picture of how solution brainstorming session and voting

- Trip for travel w/ venue integration
- Group polling/voting for item selection
- Group travel booking app (link flight/hotel + track...)
- Itinerary sharing app
- Tool to track purchases among the group
- Group flight purchase + venue/cc
- Group bill splitting app + venue/cc
- Social itinerary feedback app
- Local transportation + cost splitting
- App for keeping track of who owes what about forthship

4. Split costs/bills/tickets among friends

5. Itinerary collaboration/voting/appointment

• Group shopping list app

R Super local Tindy E app for learning/camp...
- night local trivia
- hyper local classroom/lects

M Sharing your commute location schedule w/ friends
- meal sharing w/ commuters
- social dinners
- ask commuters anything
- collaboration art
- music sharing/collab.
- train seminars/lectures
- trade for not see

S Ride sharing between pairs

R Ride sharing for shopping

R Mechanical Turk type crowd sourcing for caltrain
1- Carby task for local commuters
5- pay commuters tasks like Captain labeling
6- Caltrain networking
7- Partnership with towns to fund bikers
8- Workshop club, pay members, provide for walking
9- Bike delivery on route
10- Spa run to go to see home

P Make commuting profitable

S Make his travel/commute socially engaging not lonely

S Use the free time of commuters to build something

POV against → 7

Search → 8