

NEEDFINDING

HCI Assignment 1

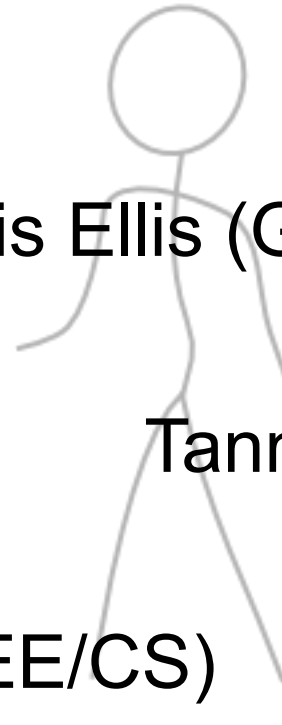
Autumn 2015

The Team

Rhea Dookeran (GSB)



Dennis Ellis (GSB)



Tanner Gilligan (CS)



Amanda McNary (CEE/CS)



Our Interviewees



Our Interviewees

1. Katie, early-20s female

“Millennial” representative

2. Jonathan, mid-30s male

“Working Age” representative

3. Rajan, late-20s male

“Young Entrepreneur” representative

The Interview

- **Shallow:**

- “Can you tell me about the longest trip you’ve taken?”
- “What type of traveler are you?”
- “Have you had any travel horror stories?”

The Interview

- Deep:
 - “Why do you find airports to be intimidating?”
 - “For what reasons do you avoid packaged group activities?”
 - “How did you spend your time instead of sightseeing in India?”

Results: Katie

- 👍 : sightseeing, monuments
- 👎 : airports, transit
- 🤔 : gets anxious about airports even with (because of?) little exposure to them



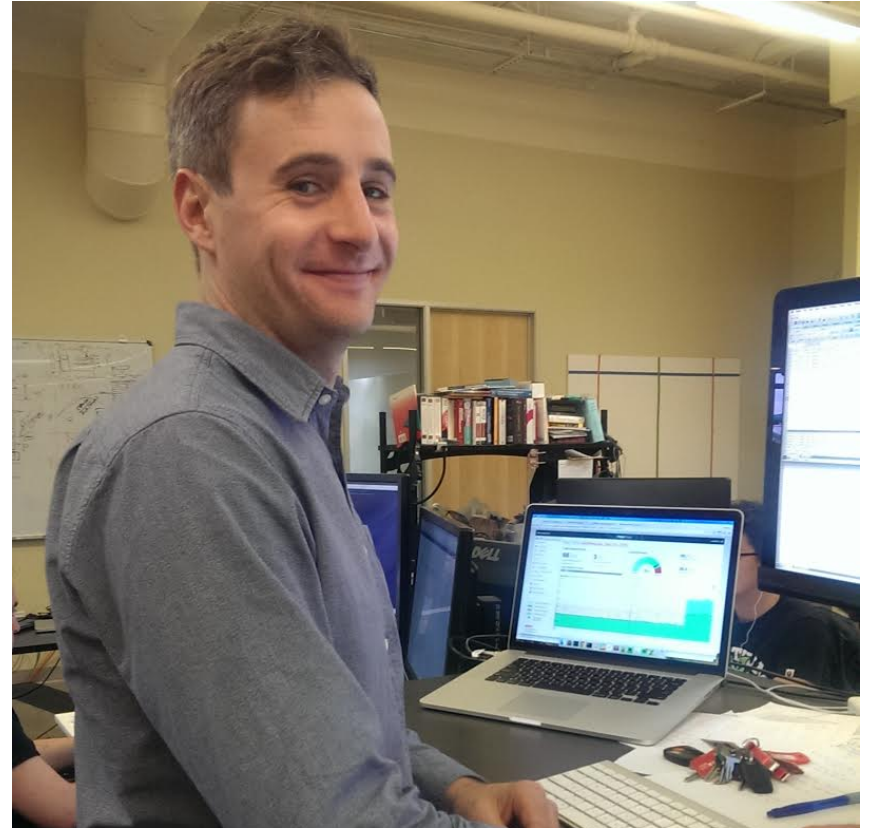
Results: Rajan

- 👍 : unexpected encounters, quality sleep, local sights
- 👎 : work-traveling, spotty WiFi, scheduling
- 🤔 : wants to be better at maintaining routines but dislikes working abroad



Results: Jonathan

- 👍 : walks, active activities, food, new experiences
- 👎 : waiting, car rentals, travel time, group tours
- 🤔 : has given into planning time, though he dislikes it



THINK

- special events + unpredictable sched make normalizing hard
- 1/2 of email prob is connection/sched, 1/2 Feeling of "out of office" feeling.
- airports are confusing
- trips are boring (traveling aspect)
- planning takes time
- most trips are relatively painless
- hard to meet up with people
- Wants to optimize his transit time

DO

- Travels 1/mo
- Mostly internet'l
- Tense re: schedules
- Shop
 - animal watching
 - tourist destinations
- Swim
 - sight seeing
 - sports/exercise
 - travel infrequently (<1/year)
 - try new foods
- plans parts of trips on-the-go
- used to travel for work but doesn't as much anymore
- planning his wedding right now (honeymoon)

FEEL

- Confusion
- scared → Airports
- anxiety
- constrained by budget
- gets cranky when he doesn't exercise
- frustrated by delays
- wary of group tours
- tired
- frustrated @ lack of internet access.

SAY

- "very confusing in airport for first time alone"
- "trying to maximize my satisfaction in a given region"
- "feels like cattle" in airports
- "renting cars is a pain"
- "I SUCK @ EMAILS WHEN I'M TRAVELING"
- "I love exercise on the road."
- "It's impossible to maintain a routine."
- "I love finding unexpected interests"

Σ RAJAN

⚡ Katie

Ⓜ Jonathan

SAY

"I'm trying to maximize my satisfaction." "It's impossible to maintain a routine." "Being in an airport for the first time is confusing." "I suck at emails while traveling." "Motels are often sketchy." "I love finding unexpected stuff." "Airports make me feel like cattle."

FEEL

Excited for new, unexpected experiences. Confusion from airports. Nervous about missing flights. Tired from poor sleep. Frustration from language and cultural barriers. Stressed about canceled activities. Restricted by money. Relaxed because out of the office.

DO

Planning a honeymoon. Avoiding work while abroad. Traveling to shop and see tourist sites. Traveling for pleasure. In-country traveling. Tensing up while thinking about scheduling. Running for exercise abroad. Stressing about WiFi and schedules. Trying new food.

THINK

Business travel is fun once in a while. Sight seeing is fun. Car rentals are unreliable. Special/unforeseen events make normalizing hard. Planning is important but takes too much time. Actual traveling is boring. New people are exciting. Traveling is usually painless.

Initial Needs and Insights

Needs:

1. Accessing reliable information when it's needed
2. Staying connected when traveling
3. Maintaining a sense of routine
4. Feeling a sense of discovery of something original

Initial Needs and Insights

Insights:

1. Demographics greatly influence travelers' needs.
2. Travelers both want to optimize their schedules (which requires planning) and have serendipitous experiences (which does not).
3. It can be difficult (impossible) to stick to a schedule while traveling.

Summary

- Traveling: common experience with common inconveniences
- Everyone hates flying.

