

POVs, HMWs, and EPs

CS147 Presentation 2

Autumn 2015

Introduction

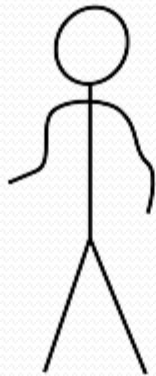
Tanner Gilligan



Dennis Ellis



Amanda McNary



Rhea Dookeran



- Domain: Changing behaviors related to travel

Initial POV

Who: New Traveler

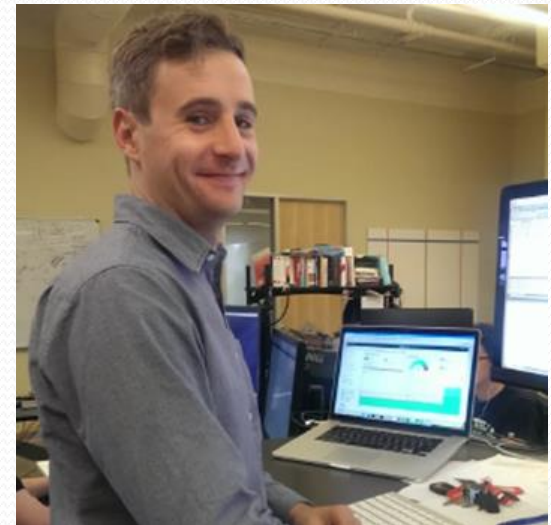
Needs: Information



Initial POV

Who: New Traveler, Business Travelers

Needs: Information, Connectivity



Needfinding Interviewees

- We interviewed 5 people
 - Leisure traveler



Needfinding Interviewees

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 - 2 Business travelers



Needfinding Interviewees

- We interviewed 5 people
 - Leisure traveler
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 - Infrequent family/friend traveler
 - 2 Business travelers
 - Family (upcoming)



Needfinding Results

- Needs
 - Authentic experience
 - Centralized information source
 - Streamlined group planning
 - Spontaneity
 - Easier Reimbursement
 - Reliability in foreign countries



POV 1 – Group Trip Planner

Who: Jason, 27 year old who voluntarily plans group trips

Need: a way to collaborate with others on trip plans

Insight: It would be game changing if we could provide a platform for groups to collaborate on trips and pay their bill



POV 2 – Infrequent/New Traveler

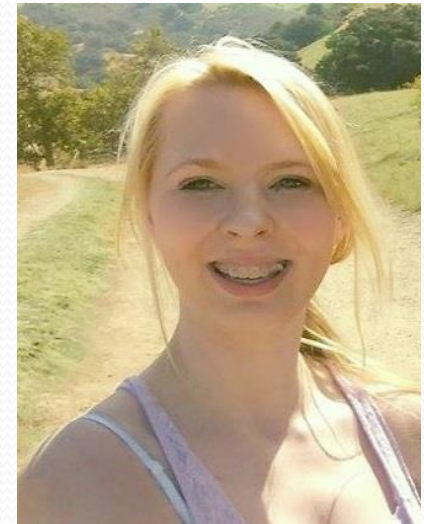


Who: Abraham, a dual citizen of the US and Venezuela

Need: Access to travel information when internet is unavailable.

Who: Katie, a new traveler

Need: Access to consolidated information about airports and airlines

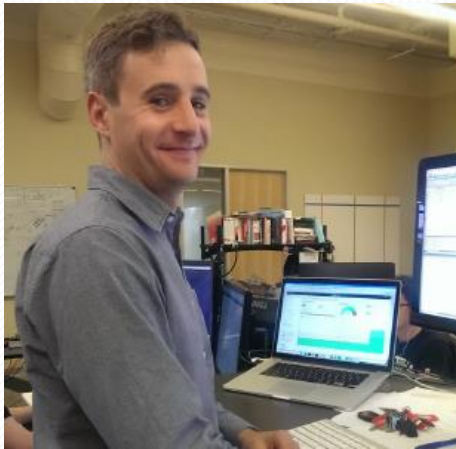


Insight: It would be game changing if we could provide information directed at new/infrequent flyers, possibly in an offline manner

POV 3 – Business Traveler

Who: Ben, frequent business traveler and father

Need: Way to make trips more efficient and stay connected with family



Who: Jonathan, frequent business traveler

Need: Wants to optimize his trips, as well as be able to meet up with people

Insight: It would be game changing if we could help make trips more compact/efficient, reducing time spent traveling, as well as staying connected others

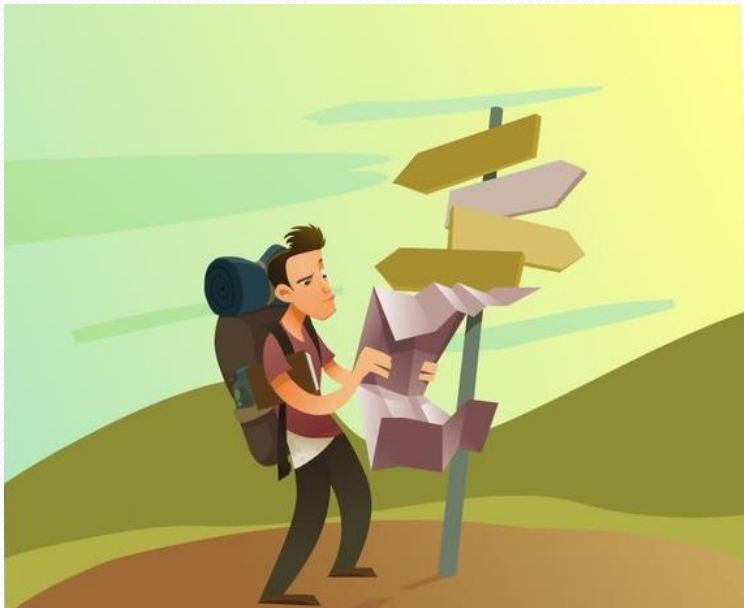
Top HMW 1

How might we enable users to collaborate on a trip more efficiently?

- Group trip planner



Top HMW 2



How might we consolidate information for (typically new) travelers that is currently fragmented across platforms?

- New/infrequent traveler

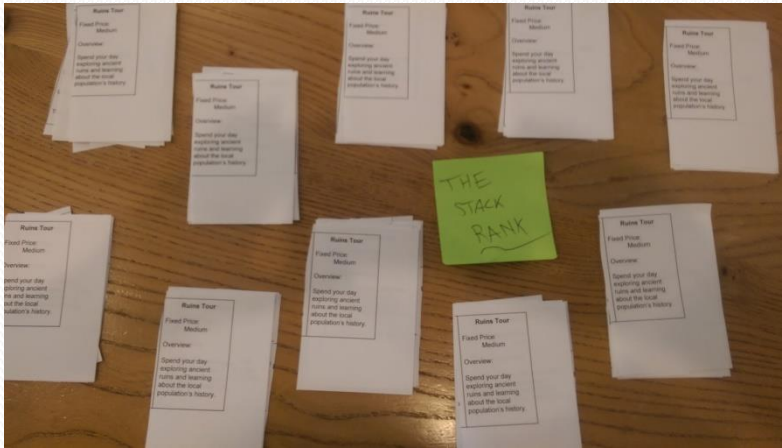
Top HMW 3

How might we help travelers feel fully satisfied that they got the most out of their trip?

– Business Traveler



Collaborative Planning Tool



Description:

- Allow group to work together on travel plans
- Tested by having group rank activities, then recommend activities to planner

Worked:

- Planner gets group preferences
- Reduces bias of friends' opinions

Didn't:

- Grouping of activities being ranked

Surprises:

- Ranking activities builds excitement for trip

Learnings:

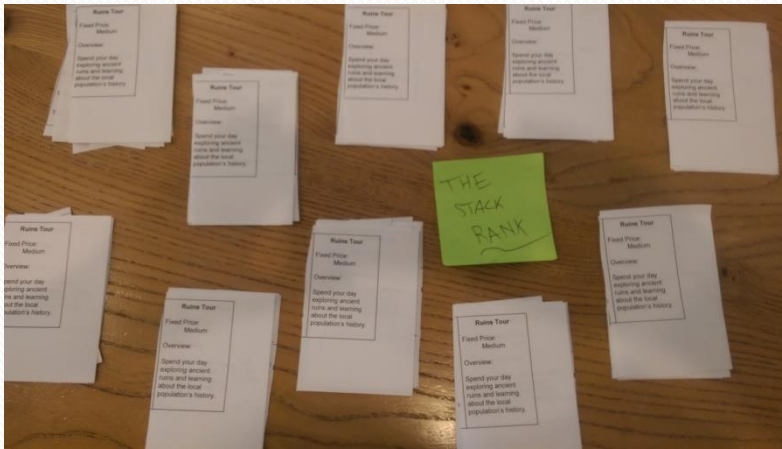
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Assumptions:

- Traveling in a group
- Users want to voice their opinions



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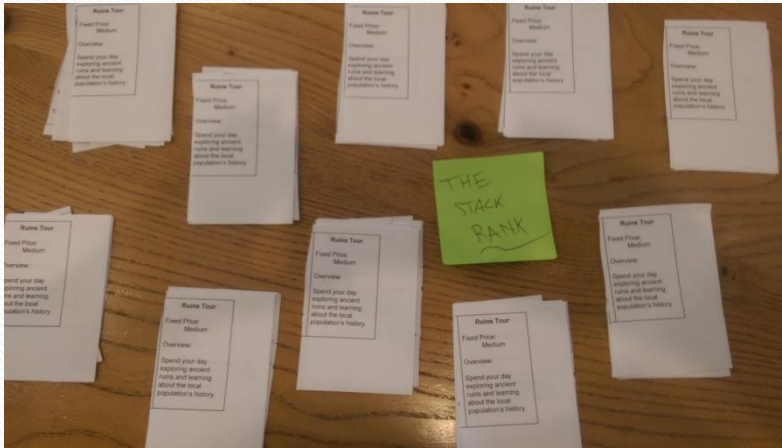
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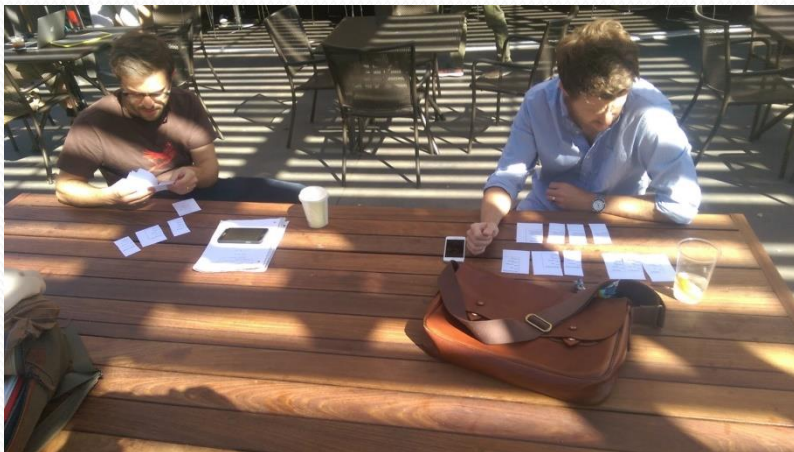
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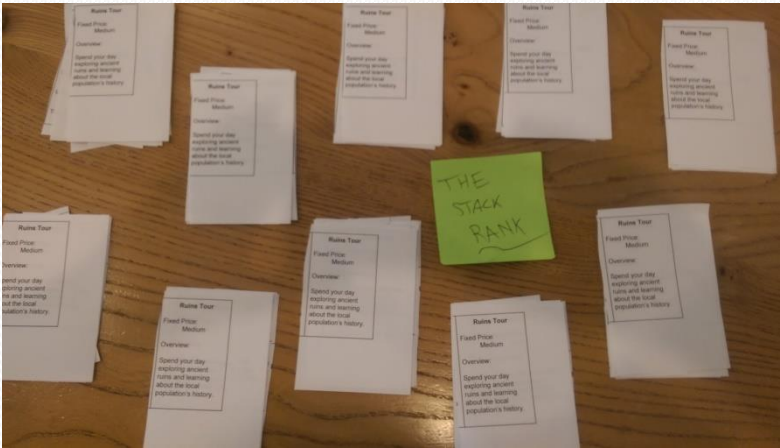
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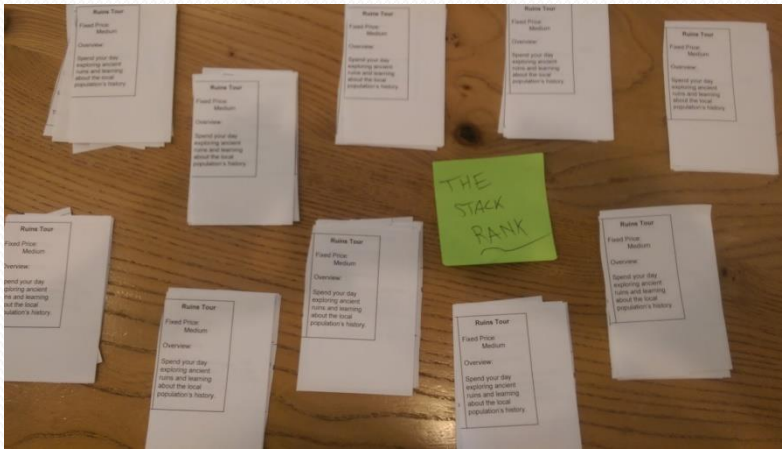
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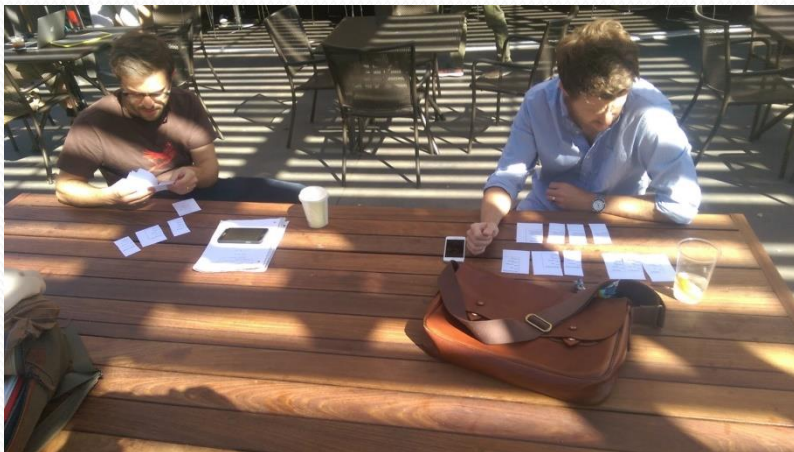
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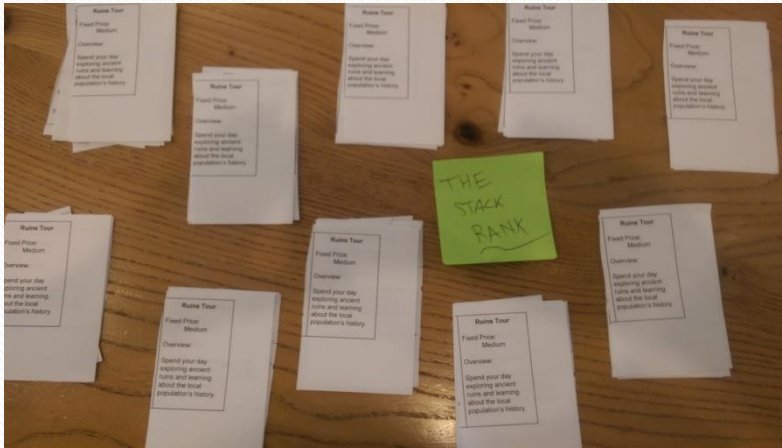
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Tinder Travel App

Description:

- Selecting activities Tinder-style
- Tested using cut out pictures and moving them left or right

Worked:

- Swiping motion
- Unknown outcome

Didn't:

- Can't rank items

Surprises:

- Activities were preferential to site-seeing

Learnings:

- Swiping and seeing travel ideas is a fun activity

Assumptions:

- Leisure traveler
- Doesn't want 100% control



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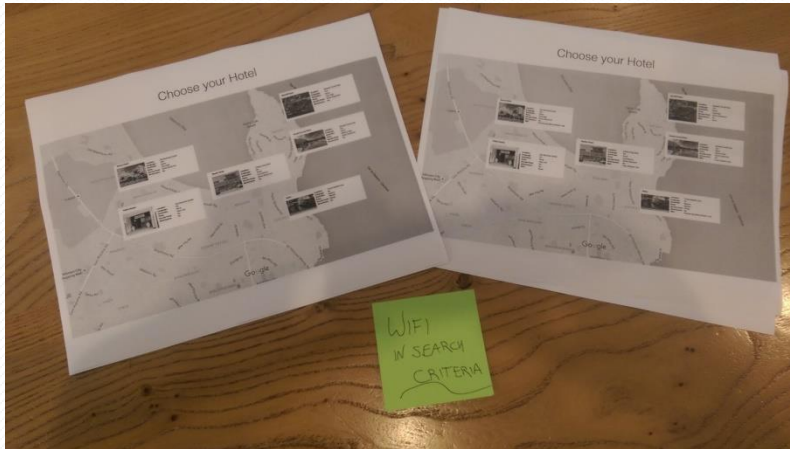
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WiFi-Informed Booking



Description:

- Provide location WiFi data to user
- Tested by comparing hotel selections without WiFi data vs with

Worked:

- Maps are a good medium to present data

Didn't:

- Business travelers suggested a mobile tether

Surprises:

- Would likely have to be focused on leisure travel

Learnings:

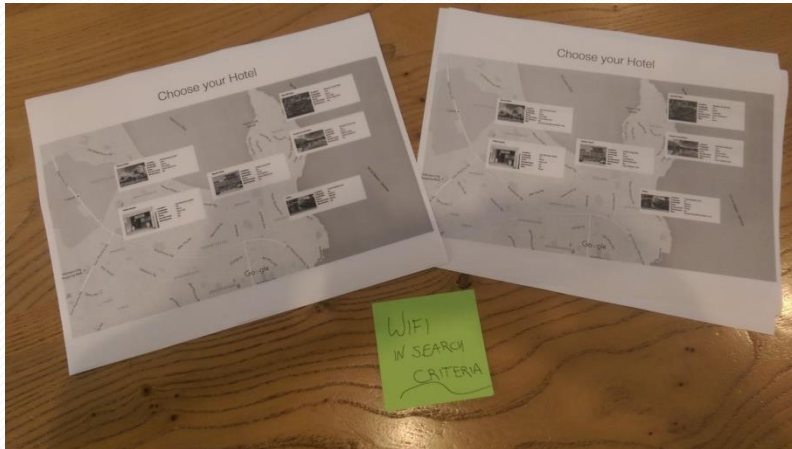
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Assumptions:

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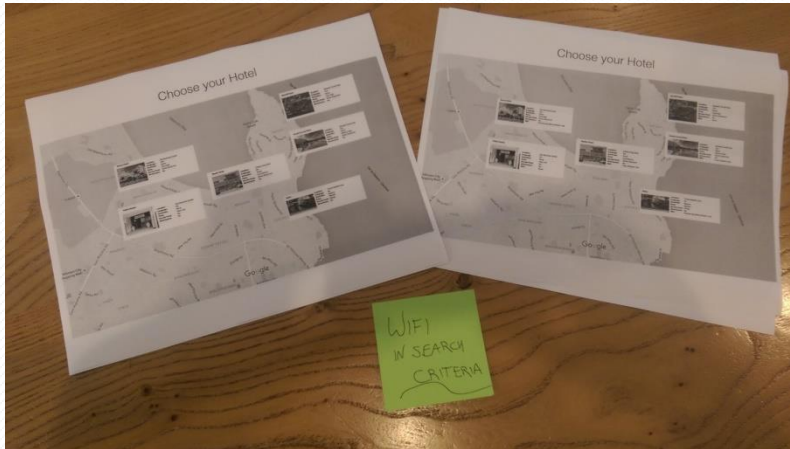
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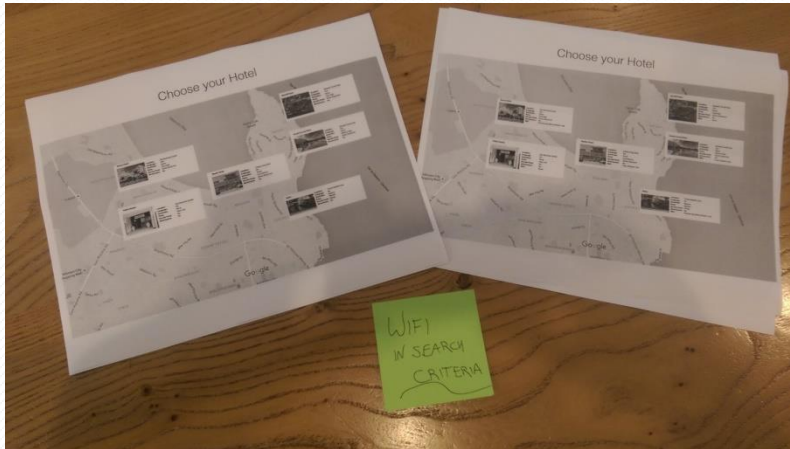
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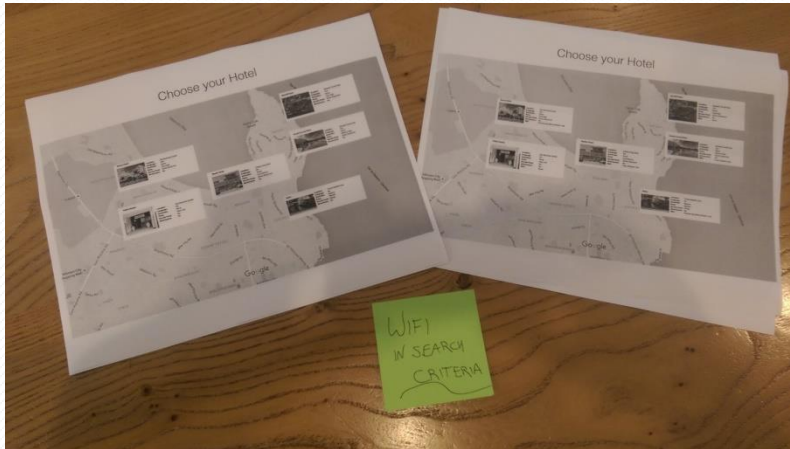
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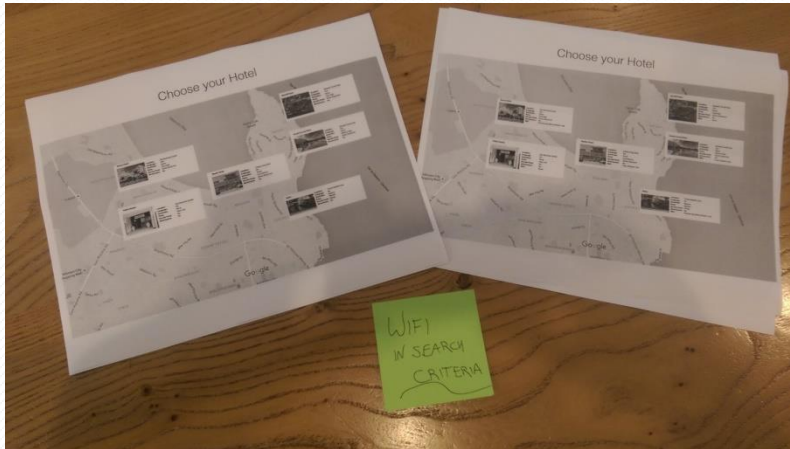
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