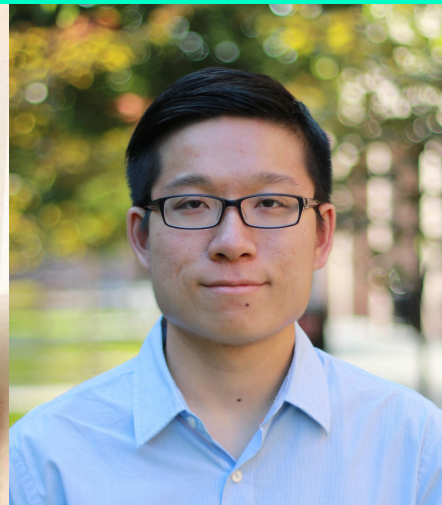
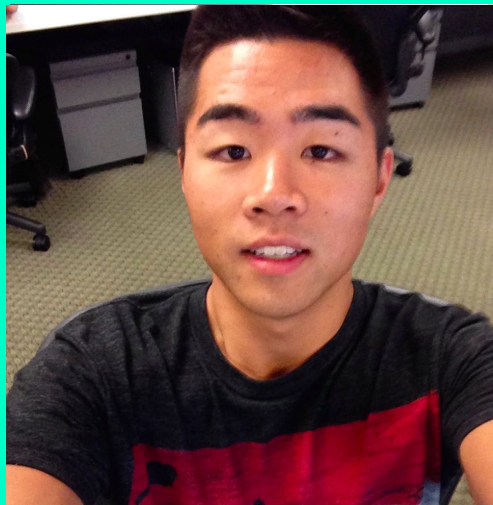


CROWD POWER -> LOCATION

WEEK 1: NEEDFINDING

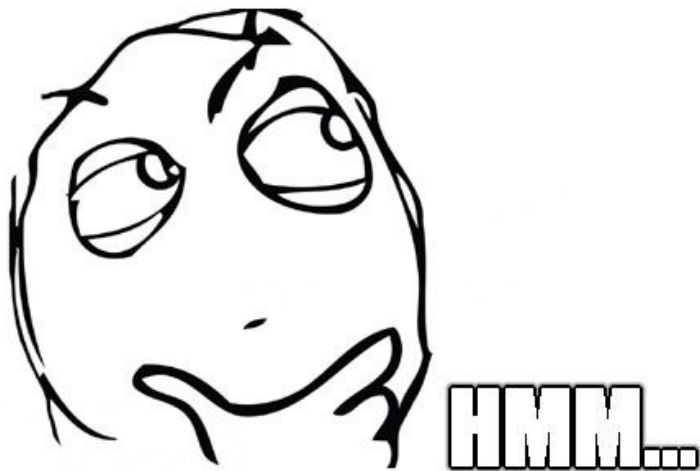
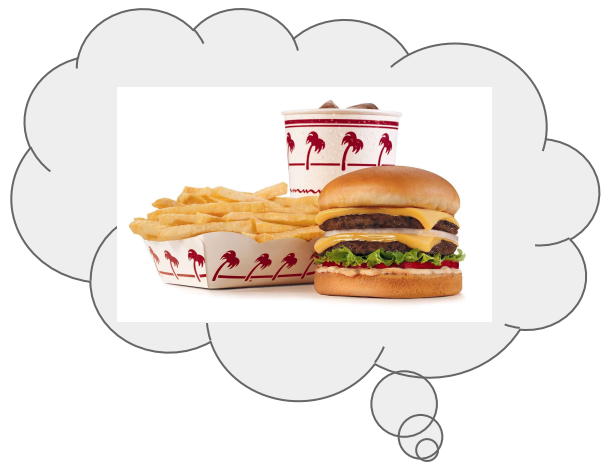
Dan, David, Irving, & Melissa

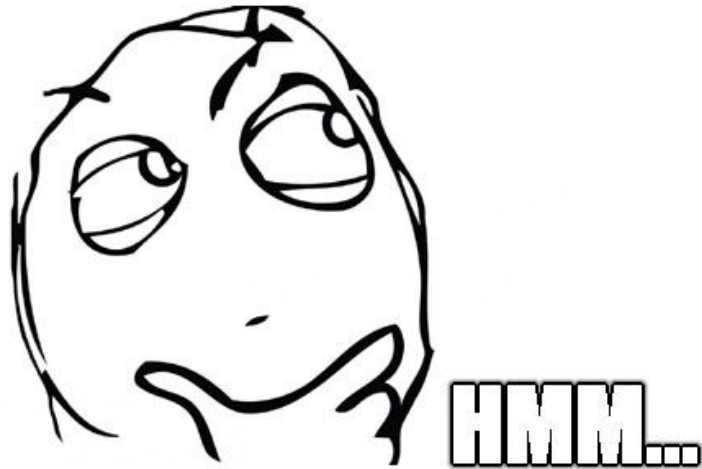
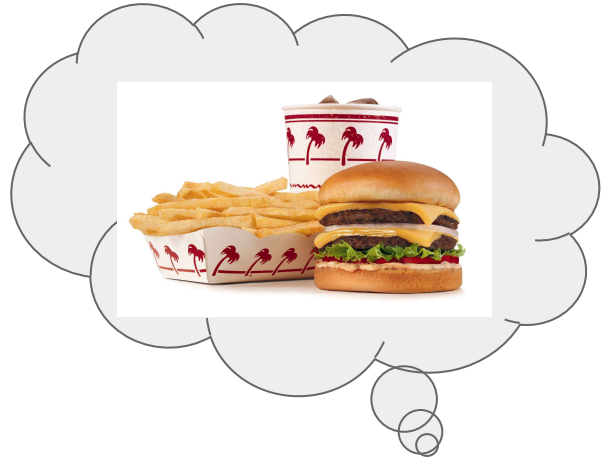
HEY Y'ALL!

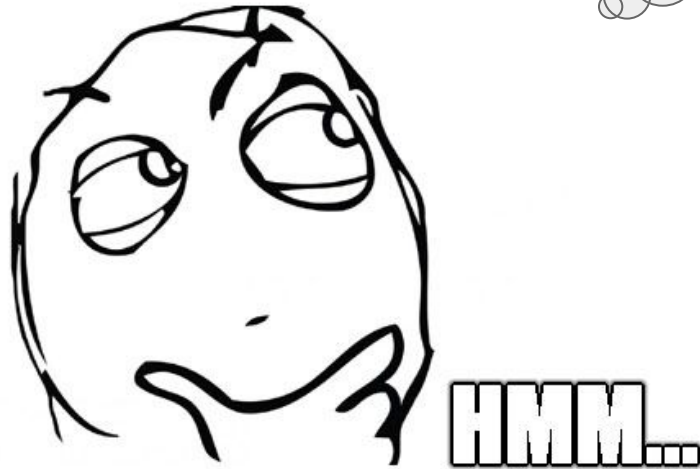
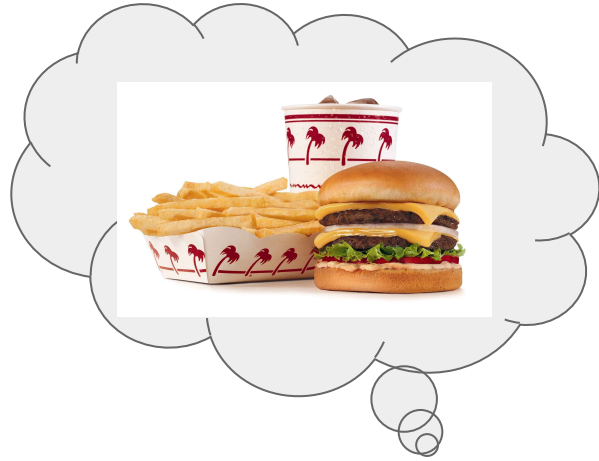




HMM...







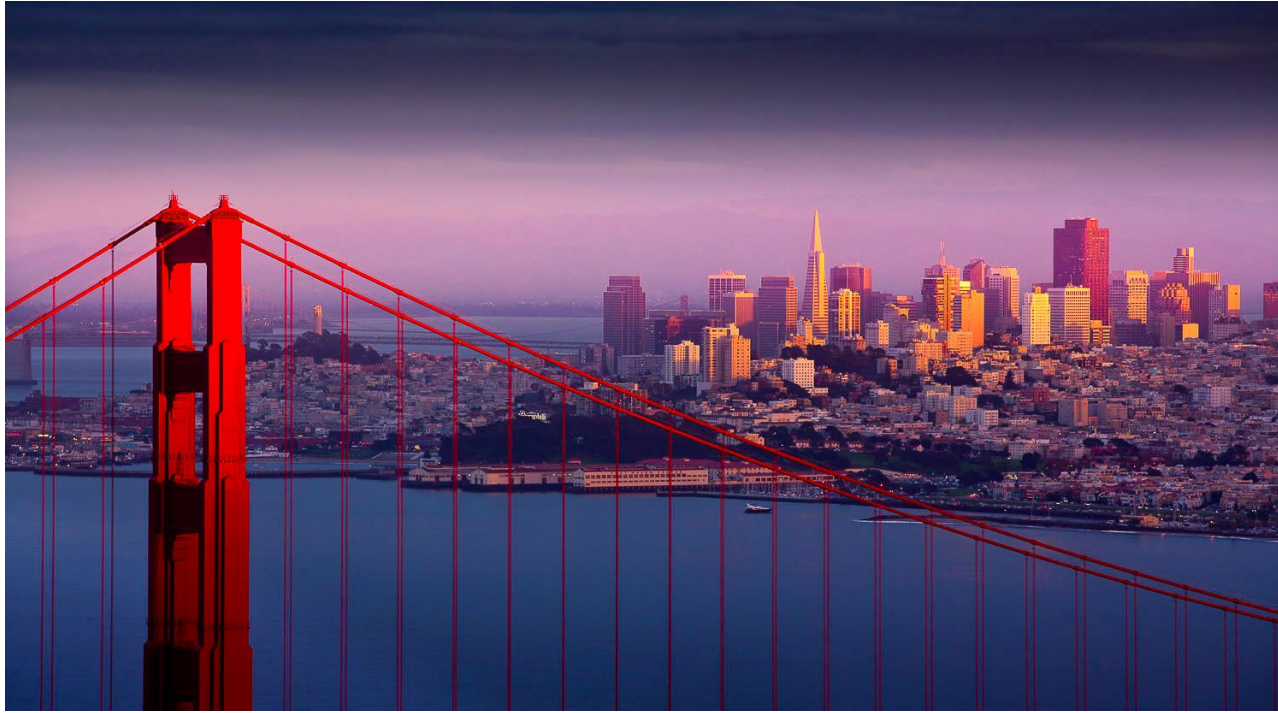
HMM...



WHAT LOCATION-BASED
SERVICES DO WE NEED?

1. INTERVIEW
2. ANALYSIS
3. RESULT

SAMPLE QUESTIONS



1. RYAN - TOURIST
2. DIANA - STANFORD STUDENT
3. HERMAN - TOURIST
4. CHRISTIE - STANFORD STUDENT

SAY/DO

RUI (RYAN) GUO

“First time I go to SF, I go to ... but I want to **try something new** the next time.”

“There’s **logistics** and scheduling **conflicts** that make meeting people for a short trip hard.”



RUI (RYAN) GUO

THINK/FEEL



- **Curious** about where locals go for fun.
- **Excited** to meet people, but **frustrated** by inconvenience.
- **Trusts** the platform of WeChat that many Chinese people are on.

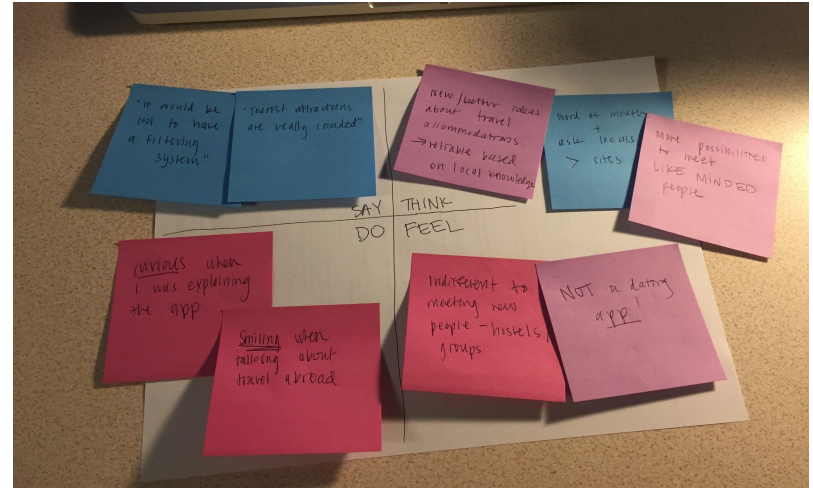
DIANA: SAY/DO

Findings

- **Spontaneity** – Traveled with no itinerary, reservations, or place to stay.
- Major tourist attractions were always really crowded.
- Found places by word of mouth and asking locals.
- Meet new people – **“It would be cool if the app had a filtering system”**
- “Parking in a city like SF is **expensive** and **dangerous**”

DIANA: THINK/FEEL

- I want to find places to stay **last minute**.
- **Add filter for preferences & compatibility:** I don't want to get stuck spending the day with someone who has completely different interests.



SAY/DO

“I don’t like large groups, I like to be **on my own**”

“I find the people here **very friendly**, much more willing to help than those in Germany”

“If I’m bored, I’ll first **walk around myself**, then look for friends”

HERMAN



HERMAN

THINK/FEEL



- Wants **spontaneity**, but **direction** during travel.
- Wants better **coordination** with friends in a new area.
- Wishes the **hospitality** here is in Germany.
- Keen on **atypical** tourist attractions.

CHRISTIE: SAY/DO

- **People Centric** – “I remember at NSO when my friends from East Campus came all the way over to Lagunita”
- “I need social media in my life”
- Loves **shopping** in new locations



CHRISTIE: THINK/FEEL

- **People** make the location memorable.
- Wants more **enjoyable** way to shop, not necessarily faster.
- Really likes singing, joined A Capella to be with people of **same interests**.
- Always wants to be **connected** with friends through social media.

NEEDS / INSIGHTS

1. Want to find people with **common interests** easily
2. Keen on finding the **local favorites**
3. Wants the process to be **spontaneous** and **adventurous**
4. Wants to be with **fun, likeable** people
5. Keep **connected** with current friends

QUESTIONS

1. How can we make accessible local knowledge of a place?
2. How can people feel comfortable about meeting new people in an unfamiliar place?
3. Are people innately willing to find friends?

THANKS!

APPENDIX

SAY

"I'm not only a meeting but a few days I might ask a friend for suggestions."

"I search online for places I want to join."

"I'm for reservations, Google for travel places."

"Having a location based app to recommend things to do places to visit would be very useful."

"I'm at traveling solo it's only a couple days."

"There's a lot of people, I think it's a pretty good place for a short trip."

"First time I go to it, I go to the hotel, but I want to try something new the next time."

"I just want to go to a place where I can meet people, it's a good place."

"Public places have become very important part of people's lives."

"I see that if I know I'll be in a place long to run to."

DO

Maintained an overall idea of the problem when sharing his personal story with us.

Connected with hands when elaborating on specific points.

Looked positively away when thinking about what to say in response to hard questions.

Nodded/shook head when in agreement/disagreement with what we said.

Smiled/laughed when he said what we said.

THINK

What would my friends/family members think to see this app?

What do I do with WeChat?

I can decide when I want to go/when I want to do. Otherwise, I look for recommendations online.

I'm nervous if I can't go outside my house & choose a place."

I wonder if there are other things I can do like that, that would be cool to meet for a short trip."

An app like this is trustworthy. It creates mutual trust and friendship."

Maybe I can meet ppl for short trips, but it's a hassle right now."

I think people, as long as I don't go out of my way to meet them."

Maybe I'll go to SF after seeing the landscape. Or I'll go to...?"

There are countless places to explore in the Bay Area, open-minded about exploring new locations."

FEEL

Uninterested in visiting a "tourist" attraction more than once.

By default, trusting ppl he meets on WeChat.

Open to meeting new people and expanding network."

Wanting to recommend a new place for long term."

Likes discussing new places to visit/tour."

Curious about what lies beyond "tourist" attractions."

Interested in those who are easy-going, no hostile, to meet ppl for a few days."

Hilly content /settling for way of solo travel for short trips."

Safe around close friends for a short stay."

Anxious about meeting up with someone entirely random for a trip."

Say

"I want like
crazy jumps.
I need to
be on my
own."

"I want
to stay
somewhere
close to
water &
the forest
hills."

"I'm bored.
I'd just wish
a magical girl
like, like,
her friends."

"I prefer to
do my own
thing, no
team."

"I remember
that want
to see the
purple hills
& the forest.
I have been
spontaneous."

"I find the
purple hills
very beautiful,
much more
wonderful
than the
city."

Do

"I liked his
watch, nice,
though
expensive."

"I have an
appreciation
for the
purple hills
to do, like,
there."

"I made
a wish
to travel
to see his
friend."

Think

"How much
I plan
to stay, &
I had to?"

"It seems a
better way
to get
around the
city?"

"I want to
coordinate
better with
the people
I know in
the city."

"I want to be
spontaneous,
where to
go?"

"It seems
wonderful
to my
team
project?"

"I want
the purple hills,
I feel like
no one
back to
Germany!"

Feel

"Very
comfortable
going with
me."

"I liked his
watch, nice,
though
expensive."

"I have an
appreciation
for the
purple hills
to do, like,
there."

"I made
a wish
to travel
to see his
friend."