

Mango

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Introduction

Mission Statement/Value Proposition

Making planning easy. Plan trips with a group easily.

Problem/Solution Overview

During our need finding phase, we determined that people were frustrated with the current options available for planning a trip as a group: email, texting, meeting up in person, etc. They felt as though planning a trip as a group was much more difficult than it needed to be and often their ideas would become lost in the jumble of communication.

Our solution allows people to easily plan trips as a group through several key phases:

1. Setup trip: add all of the members of the trip, set your trip date(s), and set your destination(s)
2. Brainstorm ideas: each person will be able to individually add their activity ideas to the master trip brainstorm list. They will be able to not only add their own custom activity ideas, but also add in suggested ideas populated from Yelp!, Tripadvisor, and other travel idea sources
3. Vote on ideas: after adding their ideas or during, each member of the trip will be able to vote on other people's ideas - activity ideas with higher votes will bubble to the top of the list automatically, unless the individual chooses to sort the list in another fashion
4. Setup itinerary: everyone will be able to drag and drop ideas onto dates and times to plan out each day of the trip. It will be noted each time an activity is moved. Members of the trip will also be able to leave comments to explain their thoughts. There will also be a map of all of the ideas to make planning by location easier
5. Finalize trip and view itinerary: once everyone is happy with the trip plan, the trip itinerary will be finalized and available to share (via text, facebook, printing, etc.)

Concept Sketches

Overview

In this first stage of the idea creation process, we came up with four concepts: a mobile phone app, a wearable watch, an OS that you communicate with (like in the movie *Her*) via earpiece and microphone, and a web product.

Pictures of the concept sketches are in our presentation slides.

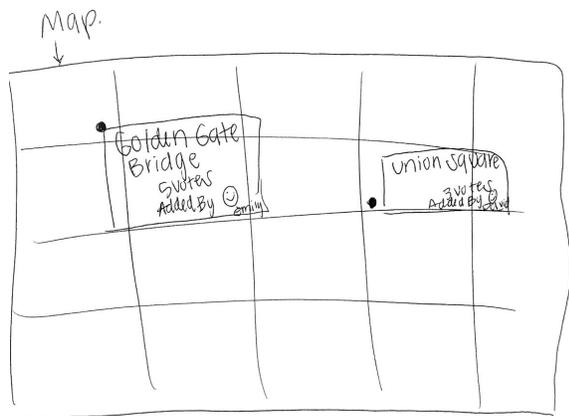
Top Two Sketches Storyboarded

Of those initial four ideas, we narrowed it down to the web product and the mobile app and storyboarded these ideas. We eliminated the wearable watch because the screen real estate of the watch was just too limited. Needed more space to work with. We eliminated the OS to communicate with because it requires too advanced of audio processing. Also, it had zero screen real estate.

Selected Interface Design

Storyboards for 3 Tasks

Task 1: Brainstorm activities you would like to do



Ideas for San Francisco, CA.
(from Yelp, TripAdvisor, etc.)

Golden Gate Bridge Add

★★★★

Trip List

Brainstorm

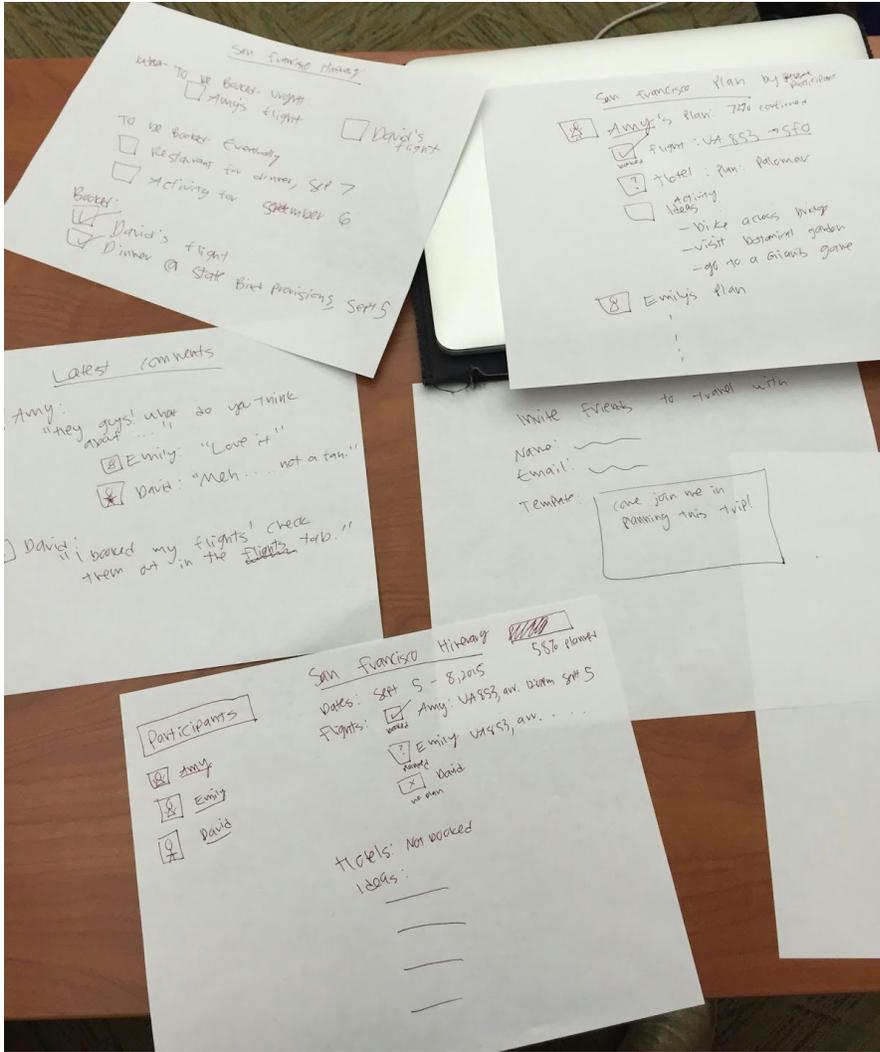
_____ Add

Golden Gate Bridge San Francisco, CA <small>votes</small> +2	Added By Amy
Presidio San Francisco, CA <small>votes</small> +1	Added By David

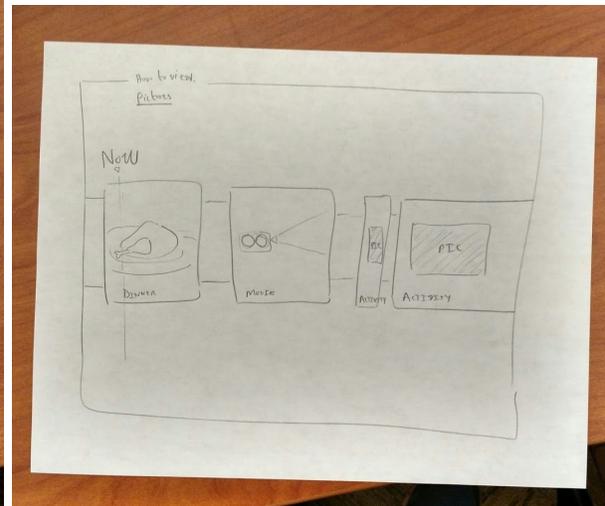
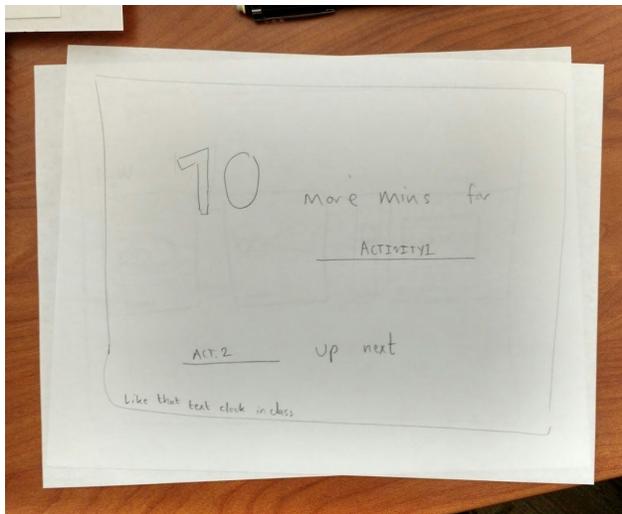
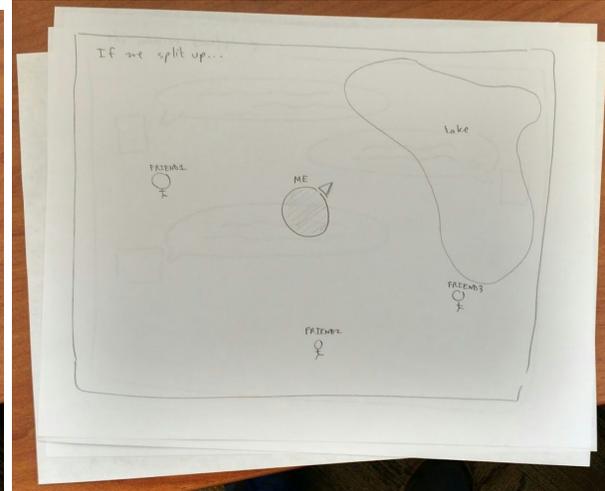
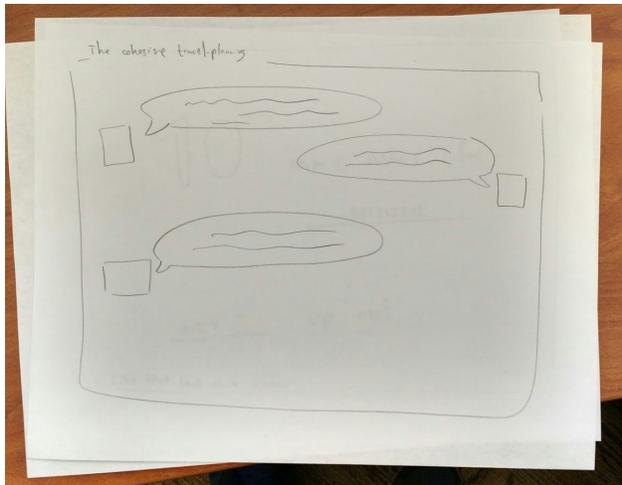
Trip List

Filter	Golden Gate Bridge	Sort By votes
<input checked="" type="checkbox"/> Food	_____	Added By Emily
<input type="checkbox"/> Shopping	_____	comment votes +5
<input type="checkbox"/> Culture	_____	

Task 2: Vote on activities and organize activities onto a calendar.



Task 3: view the itinerary while enjoying the trip.

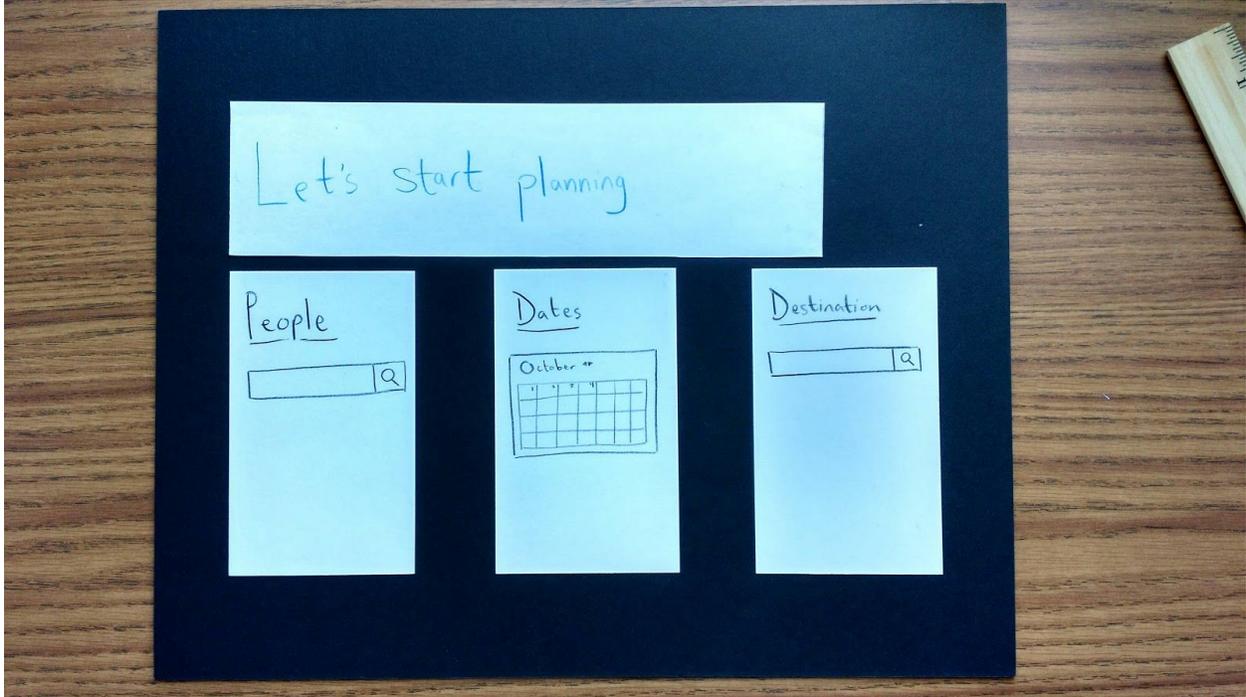


Reasoning for Selection

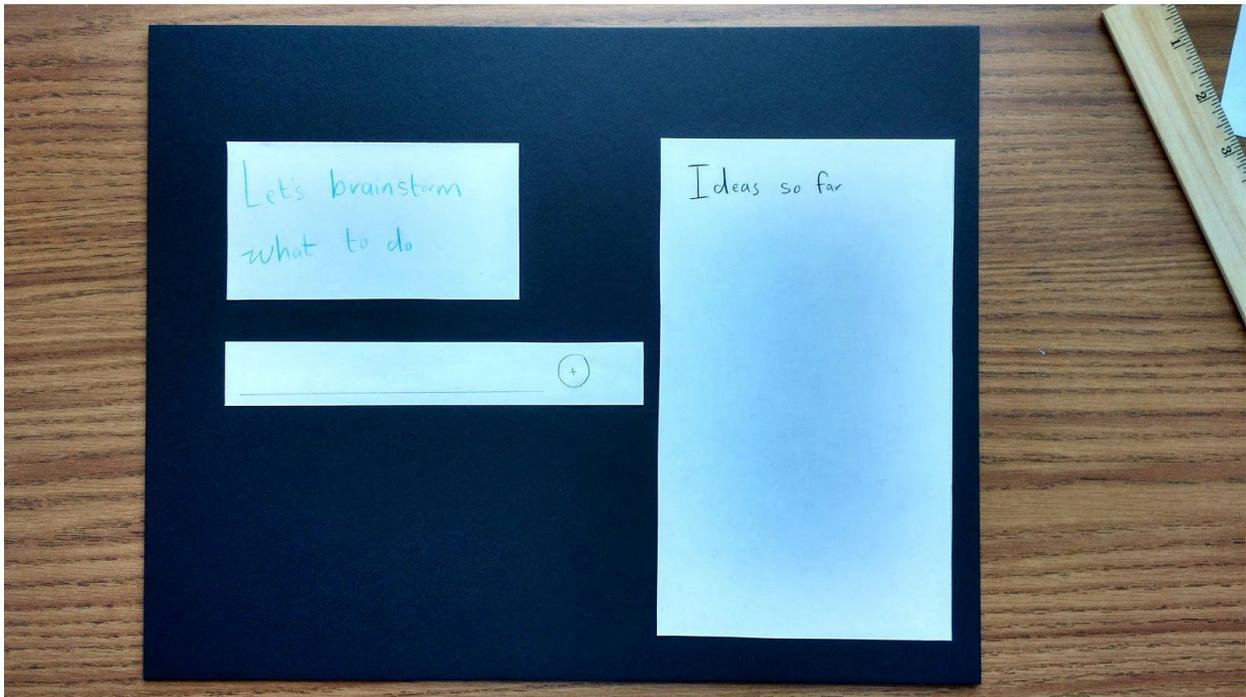
We chose the web app over the mobile app because it is realistic that in the planning process of the trip, users will have access to either a laptop or desktop. Planning on a laptop or desktop is preferred to planning on a mobile because there is more screen real estate. Also, a web product is accessible by both laptop/desktop and mobile (if the mobile has a data plan), whereas a mobile is not accessible to someone with only a laptop/desktop.

Prototype Description

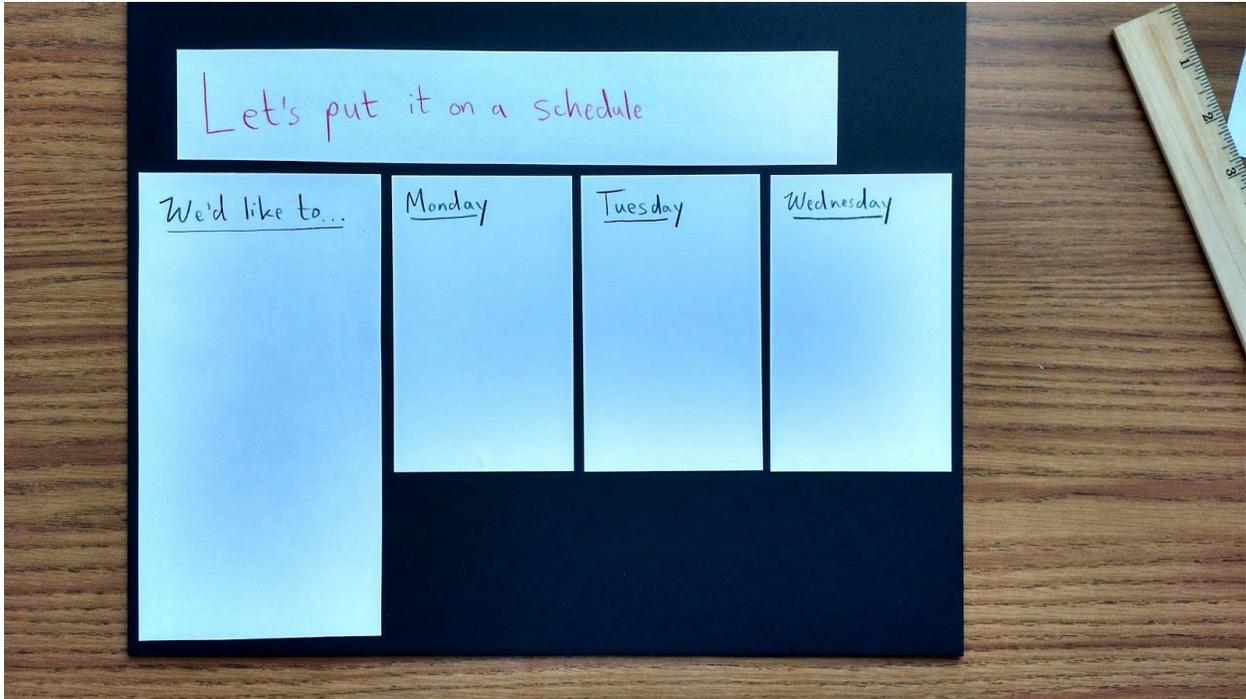
Screen 1:



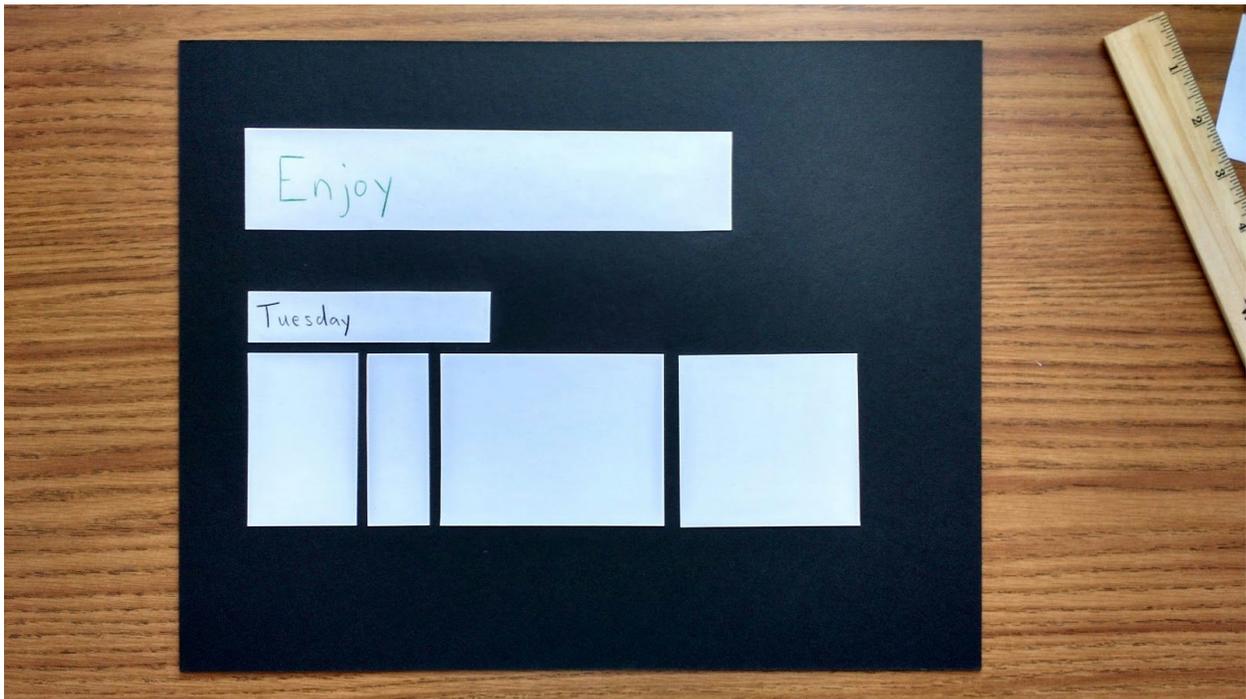
Screen 2:



Screen 3:



Screen 4:



Method

Participants

One of the participants was a Stanford senior that somewhat disregards technology (specifically, doesn't have a Facebook account, has a little bit of scorn for 'there's an app for that' culture). This participant was not compensated, he participated willingly. The interviewer did not personally know him, but rather was a friend of a friend. In order to recruit him, we just asked him politely.

Environment

We asked participants to sit down at a desk and imagine they were planning a trip for spring break with a group of friends on Mango. They worked through the tasks as if they were on a tablet, using touch for interaction.

Tasks

There were three main tasks that we asked people to work through in our prototype:

1. Setup the trip
2. Brainstorm and vote on ideas
3. Create itinerary

Procedure

One of our team members played the computer, one played the facilitator, and the third played the notetaker and recorder. We initially planned to set up a camera to film the testing sessions, but opted out to avoid making any participants feel uncomfortable. We started by explaining the mindset to the participant (planning a trip with their friends), and then handed them the starting page and asked them to begin, speaking out loud at each step. If at any time the participant got confused, the facilitator stepped in and helped them. Furthermore, if at any time the participant stopped speaking out loud while he/she was walking through the tasks, the facilitator provided a gentle reminder.

Test Measures

In our tests, we measured the amount of time it took a person to get through each task, the number of times they went "back" during the process, and the number of errors where an error was defined as every time the person got confused and/or needed to ask for help/clarification. After use, we asked them to fill out a survey, rating the platform's ease of use and design. We also discussed qualitatively with the participant what they thought of the overall idea and asked how they would improve it if given the chance, taking detailed notes from each encounter.

Results

A summary of the positive incidents that occurred over the 3 user tests:

- Likes the minimalist design on screens 1 and 4
- Likes drag and drop component of the 'let's put things on a calendar' screen

A summary of the negative incidents that occurred over the 3 user tests:

- This is more spatially planning my day, instead of just making a list. Want to be able to specify how much time something would take
- Seemed generally confused as to what was going on
- Never needed to go back to figure out what had happened earlier, but also wished that there was more going on to explore
- Perhaps it would be nice to name my trip?
- Would I be able to view past trips I had taken with friends?
- I would like to know how much time it typically takes to travel from one place to another so I can account for that

Discussion

Going forward, topics to think about:

1. Sometime during the vote phase, there should be a screen grouping nearby activities together so that on Monday for example, you can go to all of the places in Midtown, Manhattan for example.
2. Need to think if we want to cater to a more spontaneous audience (discussed more in the General Notes of User Test #3 in the Appendix). Essentially, our solution is useful if you desire a well-planned out schedule. There is much less use if you desire the trip to be freeform and spontaneous. Perhaps in those cases, there would be settings that allow more flexibility (i.e. don't have to assign specific times on the schedule screen of the prototype)
3. Keep/develop the drag and drop feature of putting things onto a calendar, but make it more clear how users can specify times/for how long they will do each activity

Appendix

User Test #1

Home page:

- First, I would type in the email addresses of the people I want on the trip, or look them up on Facebook, depending on how I created my account.
- In dates, click the dates of travel, would want the option to list multiple options for dates
- Destination, would assume to be google maps populations, autofill as she types, would like to add multiple destinations

Brainstorm section:

- Looks like I might be able to collaborate with other people, so people could put different activities, or sites or things to do, and they would populate on the right side.
- In ideas so far, would populate specific ideas, activities and destinations, would like to be able to do thumbs up or thumbs down on the idea
- Person's name and photo who suggested it would be great, because you could make them go back and plan it

Let's put it on a schedule:

- I guess this planning day by day itinerary, based on where you're going and what people scheduled. Block out what is actually happening when, a day to day itinerary
- I guess the group could move it around, make it editable
- I would want to calendar how much time there is, who can edit this?
- Drag and drop items, but how would you specify the box sizes? Like in Sunrise calendar app
- This is more spatially planning my day, instead of just making a list. Want to be able to specify how much time something would take

Enjoy:

- Auto populates your calendar with what everything is, here's the outcome of what's optimal for Tuesday?
- I guess this is possible to update every day with what you're doing for that specific day
- (not clear that this is real time)

User Test #2

General Notes

- Seemed generally confused as to what was going on
- Never needed to go back to figure out what had happened earlier, but also wished that there was more going on to explore

Home page

- I would like to be able to add friends or have like usernames to look up at this point
- Perhaps it would be nice to name my trip? Just to keep things easily organized
- Would I be able to view past trips I had taken with friends?
- I would like to input any preliminary info I have here, like flight information
- Do people just get added to this list?

Brainstorm

- It would be nice to have an initial list of potential things to do, instead of just having a blank list
- I would like it to autofill if that was possible
- I wish there were more cues as to what was going on
- How exactly does the voting work?
- What if I just want to visit a friend? How does adding custom objects work?

Create Schedule

- I would like to be able to designate how much time was given to each thing
- It would be nice to also know based on that how much time I had remaining in my day that wasn't filled
- I would like to know how much time it typically takes to travel from one place to another so I can account for that
- I like the drag and drop idea, but would want more direction
- I would want to know what the last activity was on each thing - i.e. who placed what where last

Enjoy

- How can this sync with my calendar?
- I want to take this on the go with me - do I print this?

User Test #3

General Notes

- A Stanford student that somewhat disregards technology (specifically, doesn't have a FaceBook account, has a little bit of scorn for 'there's an app for that' culture
- This solution is not nearly as useful for people that want to have spontaneous trips. As spontaneity goes up, utility of our solution goes down as is currently implemented.

Homepage

- Thinks of a specific example of a trip he would plan: Mt. Tam, an hour away, would invite 10 friends, expect about half that to be able to go, leave at 11am Saturday

Brainstorm

- Wants the trip to be **freeform** and **spontaneous**. wants to end up on the beach, hike, chill, "might do this, might do that", "see how it flows". There is less planning involved in this
- Among friends, spontaneity can occur. When you don't know the people as well, could be useful to have more structure to the trip
- Event-planning->premeditated vs spontaneous

Create Schedule

- Useful when you want to have a strict schedule, less useful for a trip where you want to be spontaneous
- Do we want to cater this to more spontaneous audience?

Enjoy

- "One way I could enjoy this app while still being spontaneous: receive recommendations for more places to go to."
- Suggests to have a 'trip in review' section, to log the things that went well, things that didn't go well

Amy's interview, User Testing with Claire:

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Enjoy:

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- I guess this is possible to update every day with what you're doing for that specific day
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Lo-Fi Prototype & Test

David, Emily, Amy

Mango

Make trip-planning easy

Concept Sketches



Mobile App



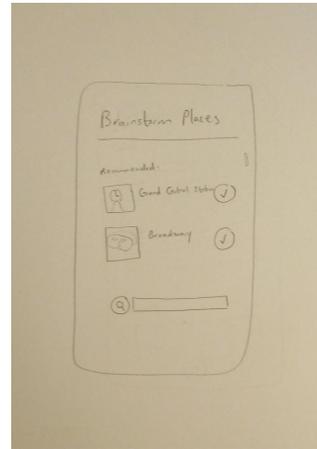
Mobile App



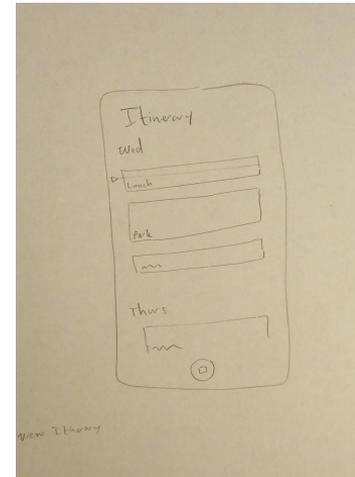
Landing page



Add Friends



Brainstorm Places



Calendar

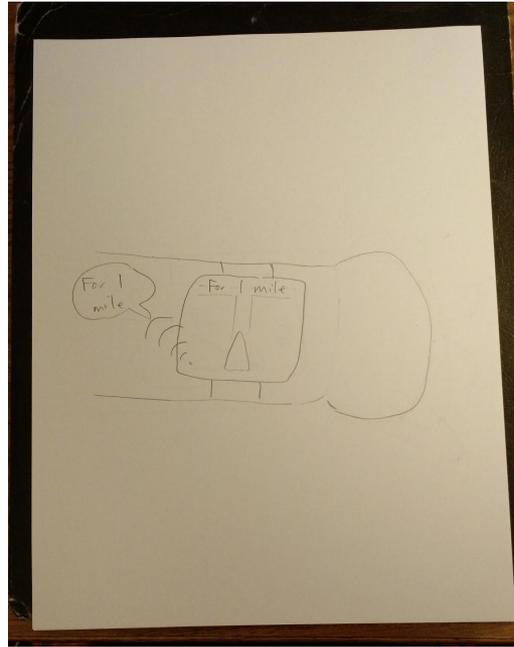
Wearable watch from *Spy Kids*



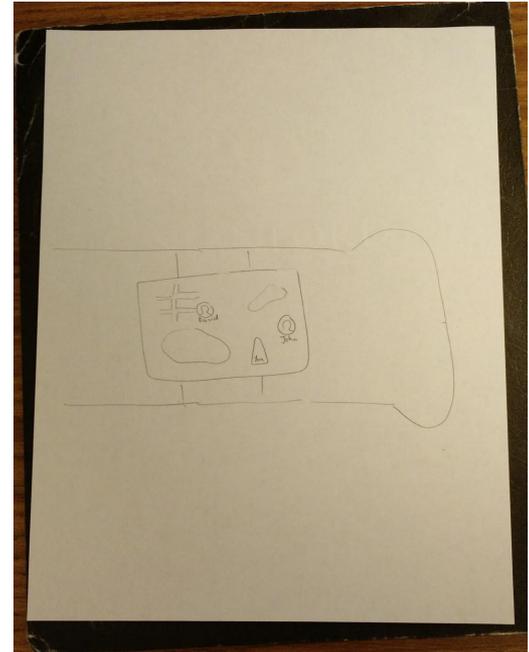
Wearable Watch from *Spy Kids*



Ask for directions



Directions shown

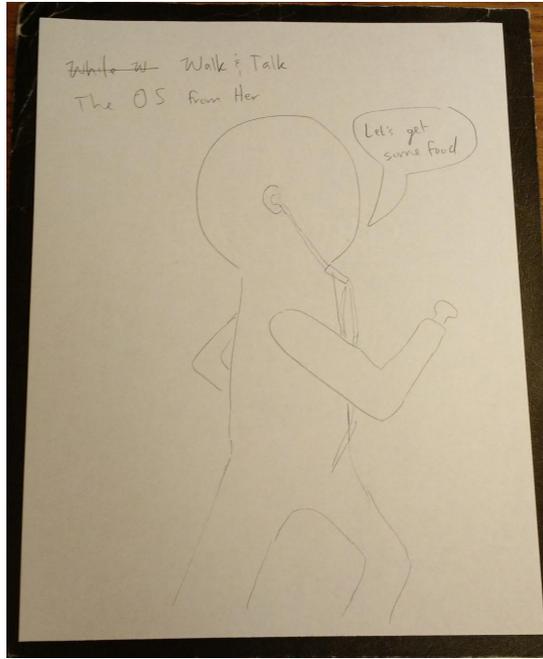


Shows location of friends

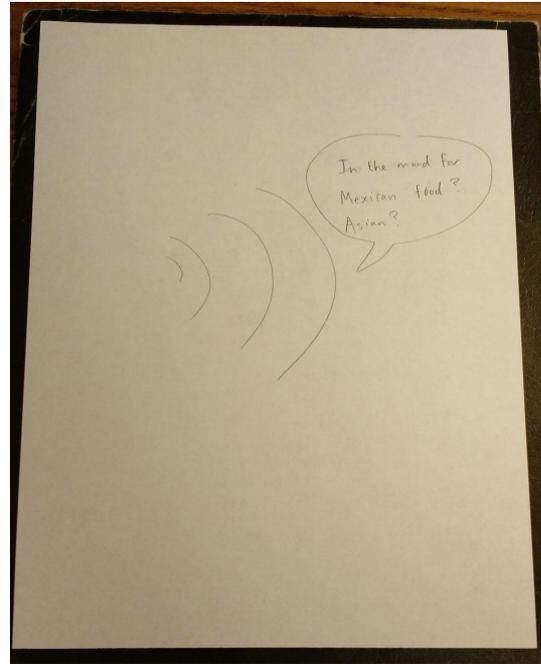
OS from *Her*



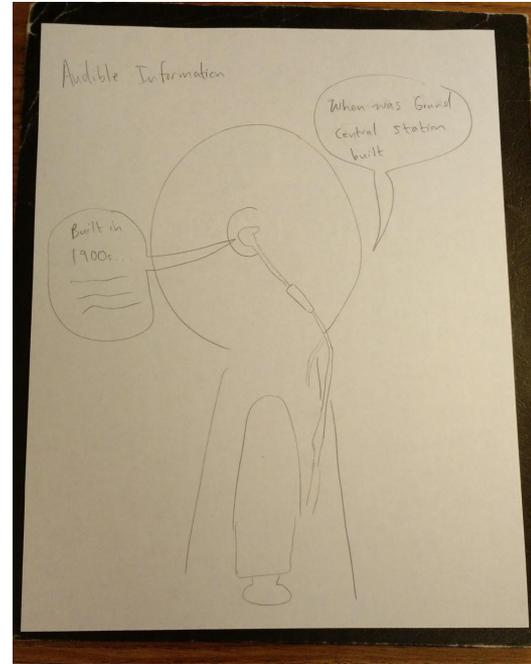
OS from *Her*



“Let’s go get some food”



“In the mood for Mexican food?”



“When was this park built?”

UI Sketches

Top two concept sketches,
developed in more detail



UI Sketches

Narrowed it down to mobile app and web product

Screen real estate

Design Selection

Top UI Sketch, developed in
most detail



Design Selection

Web App because of screen real estate

Limitations of mobile, whereas web app accessible by both mobile and desktop/laptop

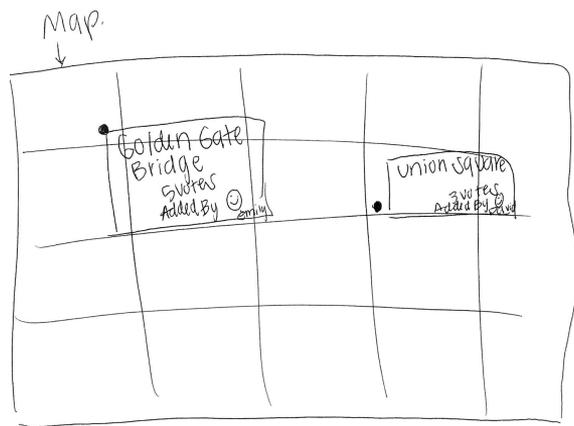
UI Storyboards



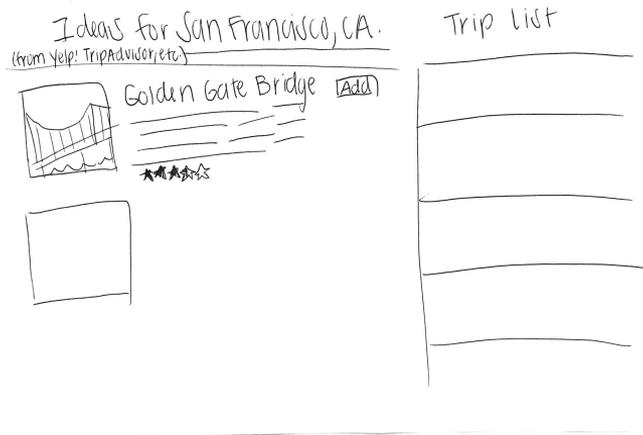
Our three tasks

1. Brainstorm activities
2. Put the activities into a schedule/itinerary
3. View the itinerary while enjoying the trip

UI Storyboards: Brainstorm activities

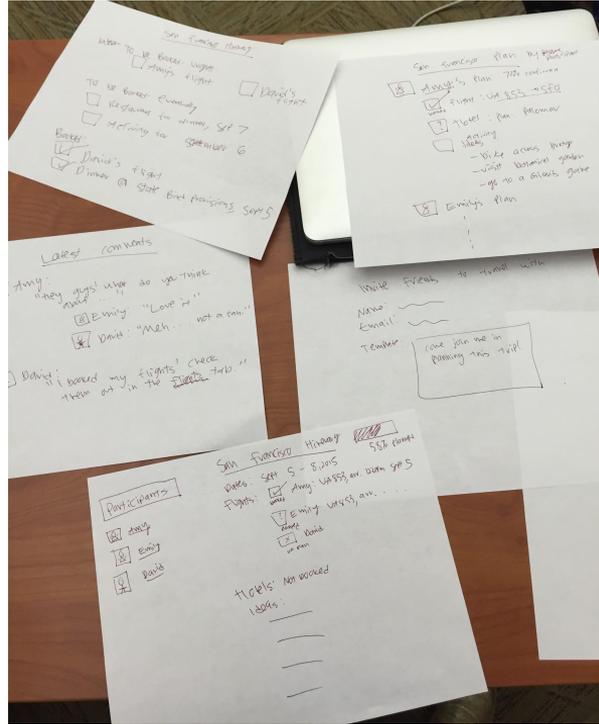


Group Ideas by Location



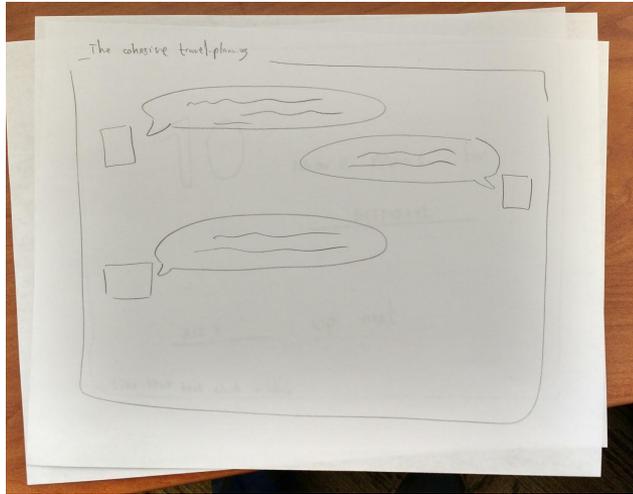
Incorporate info from Yelp

UI Storyboards: Put the activities onto a calendar

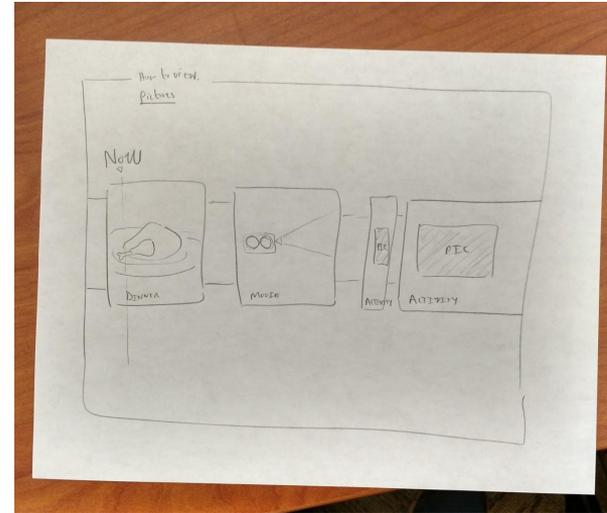


Ideas put onto a list, ideas that get the most votes bubble up

UI Storyboards: View itinerary while enjoying trip



Record Texts

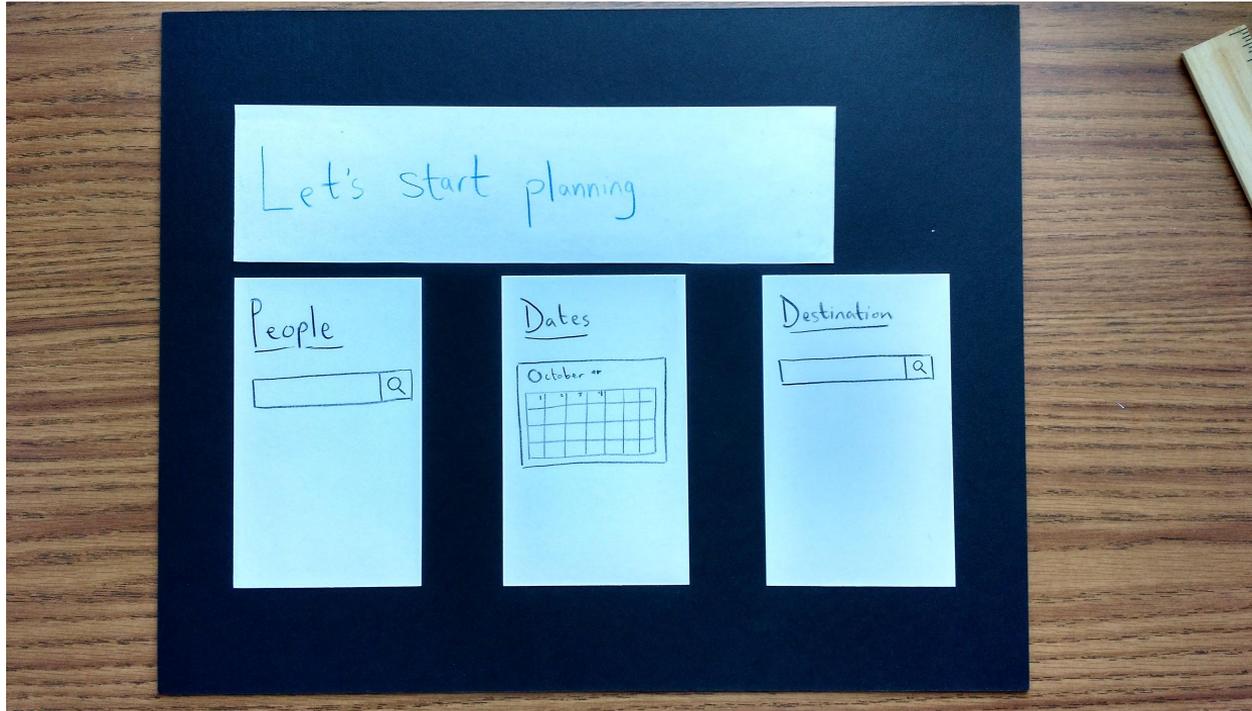


Real Time calendar
view

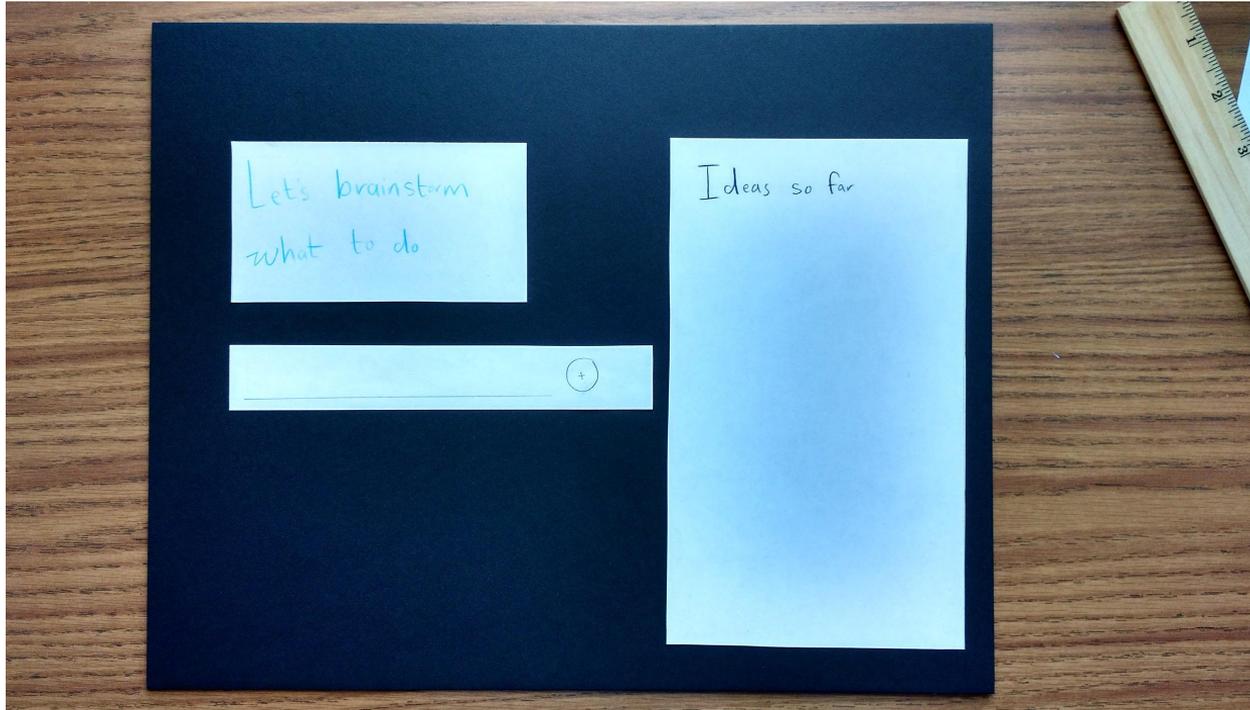
Prototype



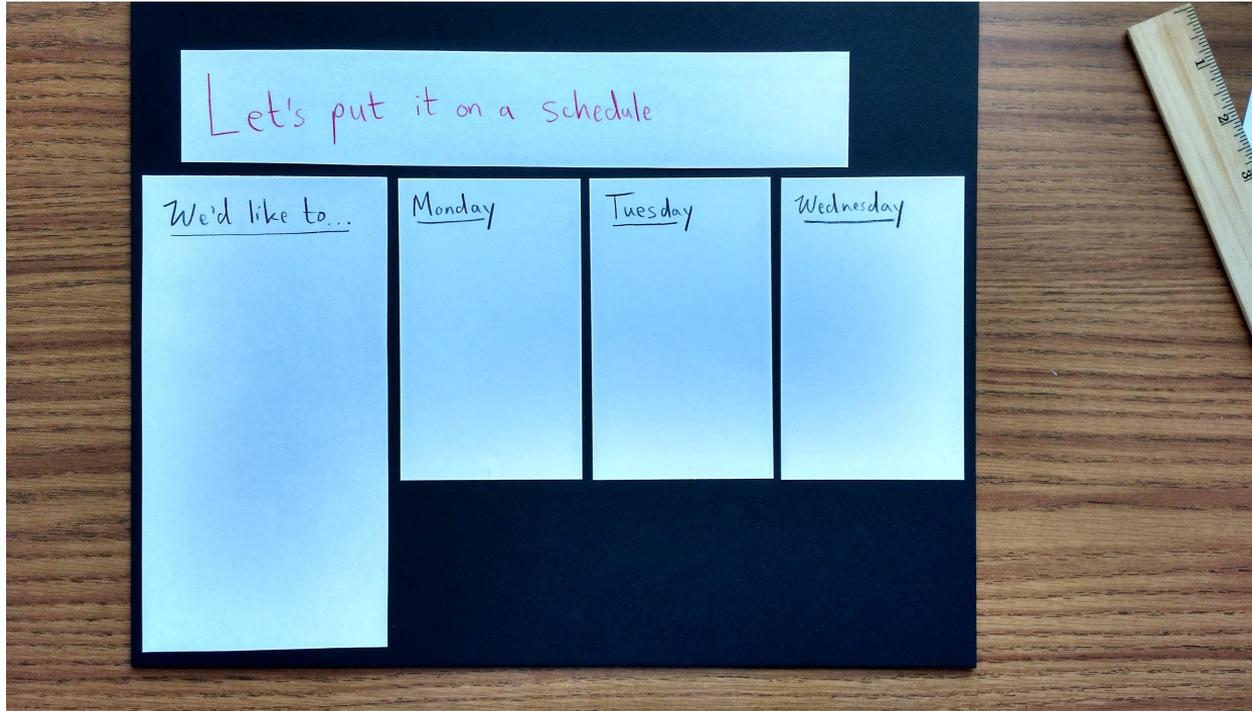
Screen 1: Landing Page & Setup trip



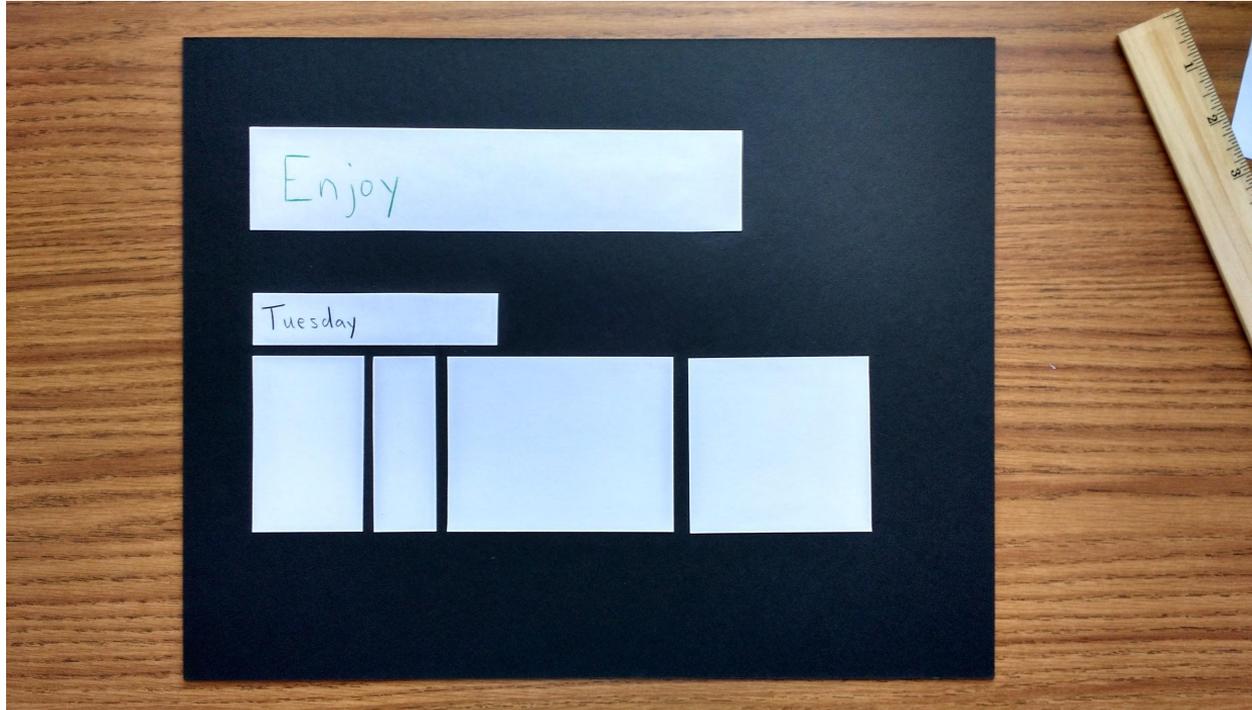
Screen 2: Brainstorm activities



Screen 3: Put the activities onto a calendar



Screen 4: View the itinerary while enjoying



Testing



Results

Positive Incidents

- Likes the minimalist design on screens 1 and 4
- Likes drag and drop component of the 'let's put things on a calendar' screen

Negative Incidents

- Screen 3: Want to be able to specify how much time something would take
- Would I be able to view past trips?

Discussion

Going forward, topics to think about:

1. Grouping ideas by location
2. Cater to a more spontaneous audience?
3. How do we incorporate specific times when dragging and dropping
4. Cohesive travel experience



ABOUT

VIDEO

REPORTS

TEAM

PLANNING MADE EASY

Welcome to Mango

