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Problem Domain

Our problem domain is travel planning within the subset of crowdpower.

Initial Point of View

- We met Stefan. We were amazed to realize that he hates planning for trips. It would be game changing to remove the need to plan for his trips.
- We met Katie. We were amazed to realize she plans travel around people she knows. It would be game changing to help her find people she knows in cool places.

Additional Needfinding

- We conducted an additional interview with Vivian, a 61 year old mother of four, who shared a different perspective on travel planning
- She is likely a negative persona for our prototypes, as she doesn't use technology in her travel planning, relying on recommendations from friends, family and travel agents. She doesn't trust online reviews because she fears the reviewers have different needs, interests and grading rubrics than she does.
- With young children, she chose travel destinations based on how easy it would be to travel there



Revised Points of View

→ **We met Katie. We were amazed to realize that she picks travel destinations based on where she knows she can find local insights. It would be game changing to make it easier for travelers like Katie to connect with locals and glean local insights when planning travel.**

- ◆ How might we repurpose Katie's network to help other travelers?
- ◆ How might we open up Katie's travel options by connecting her with other locals?
- ◆ How might we make the travel experience without local knowledge more enjoyable?
- ◆ How might we turn foreign travelers into local experts?
- ◆ How might we reuse Katie's local insights to help other travelers? +1
- ◆ How might we incentivize locals to want to help Katie?
- ◆ How might we deal with language barriers?
- ◆ How might we make it easier for travelers to discover entirely new places?
- ◆ How might we remove the barriers in discovering great places with no local knowledge?
- ◆ How might we discover who in Katie's network has access to locals in various destinations?
- ◆ How might we leverage local event calendars and resources to provide insights to Katie?

→ **We met Nico. We were amazed to realize that he felt attached to such obscure and specific sights as horticulture and gardens. It would be game-changing to suggest true, off the beaten path activities to other tourists.**

- ◆ Something to think about: if make it easier and more enjoyable, more people will do it, the thing that was obscure isn't obscure anymore
- ◆ How might we leverage the exploratory enthusiasm of travelers like Nico to help less motivated travelers?
- ◆ How might we make the off-the-beaten path discovery easier for Nico?

- ◆ How might we bring horticulture and gardens to Nico rather than Nico to H & G?
- ◆ How might we connect Nico-like users to experience together? Or is it better to experience individually?
- ◆ How might we increase the number of obscure activities?
- ◆ How might we make obscure activities less obscure?

→ **We met Katie. We were amazed to realize that planning travel in groups via email can be frustrating and inefficient. It would be game changing to provide her with an easier interface to record and document travel plans.**

- ◆ How might we make the coordination of travel enjoyable instead of frustrating?
- ◆ How might we organize travel plans and ideas across a group?
- ◆ How might we remove the coordination of group travel entirely?
- ◆ How might we leverage the work of previous groups who have travelled to the same locations to remove the burden?
- ◆ How might we make travel planning more social?
- ◆ How might we remove email from coordination?
- ◆ How might we coordinate travel between group members without much individual effort?
- ◆ How might we make planning a trip a more organized process like planning an event?
- ◆ How might we use visuals (i.e. calendars, pictures of places) to make the data easier to understand?
- ◆ How might we handle multiple people editing plans at once?
- ◆ How might we show the progress of a group's planning status, in an interesting visual way (ie progress bars by category)?

→ **We met Stefan. We were amazed to realize that he loves traveling but hates planning and relies solely on others to plan. It would be game changing to provide travelers like Stefan with a customized, easy to follow plan for his intended travel destinations.**

- ◆ How might we leverage previous travellers plans to share the burden of planning for travellers like Stefan?
- ◆ How might we remove the need for a plan while travelling?
- ◆ How might we provide a customized plan for travellers like Stefan with minimal effort on his part?
- ◆ How might we make the planning the best part of the trip?
- ◆ How might we make planning fun and enjoyable, instead of stressful?
- ◆ How might we make planning like a game?
- ◆ How might we connect Stefan to people who enjoy planning?
- ◆ How might we connect Stefan to other travellers who are travelling at the same time as him?

- ◆ How might we create a travel experience that requires no planning on Stefan's part, outside of choosing dates?
- ◆ How might we offer a good 'itinerary template'? is there such this as a good itinerary template, or should you customize for each user

Best How Might We Statements

- **We met Katie. We were amazed to realize that planning travel in groups via email can be frustrating and inefficient. It would be game changing to provide her with an easier interface to record and document travel plans.**
How might we repurpose previous visitors' network, local insights and travel experiences to help other travelers?
- **We met Katie. We were amazed to realize that planning travel in groups via email can be frustrating and inefficient. It would be game changing to provide her with an easier interface to record and document travel plans.**
How might we make planning a trip with a group a more organized process like planning an event? Could we use visuals?
- **We met Stefan. We were amazed to realize that he loves traveling but hates planning and relies solely on others to plan. It would be game changing to provide travelers like Stefan with a customized, easy to follow plan for his intended travel destinations.**
How might we remove the need for planning while travelling?
- **We met Nico. We were amazed to realize that he felt attached to such obscure and specific sights as horticulture and gardens. It would be game-changing to suggest true, off the beaten path activities to other tourists.**
How might we make the off-the-beaten path discovery easier for travellers like Nico?

Experience Prototypes

Real Time Suggestions Prototype

Assumptions

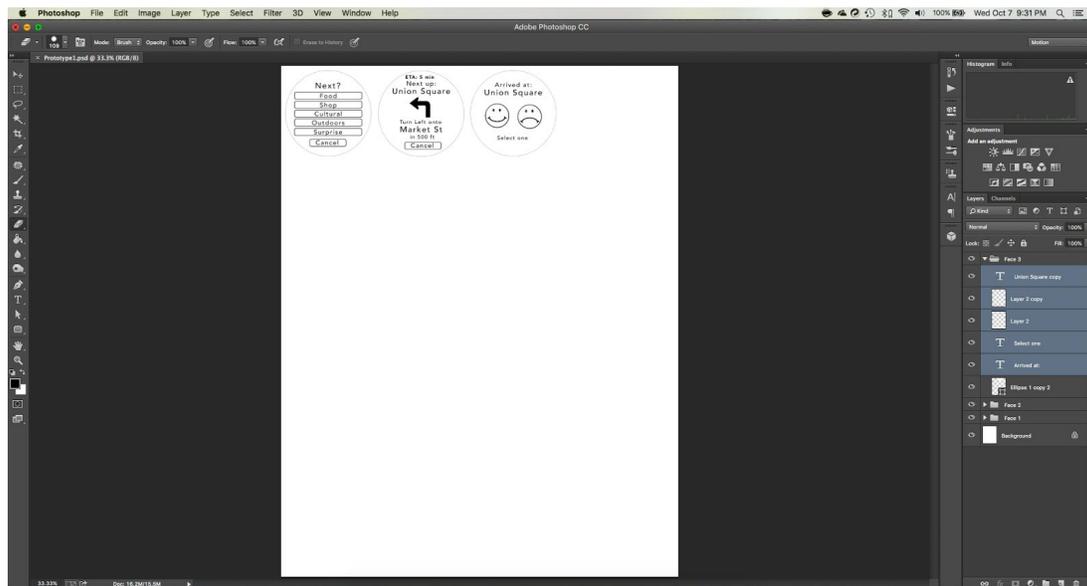
In making this prototype, we assumed that the typical traveller who wants real time suggestions without sticking to a set plan would want to exert as little effort as possible to get said suggestions and arrive at them. They would also need these suggestions on the go, and would not be able to go back to a computer or otherwise inconvenient platform to find suggestions. We also assumed that they might want some level of

control in their suggestions, would want to be able to provide feedback to receive better suggestions in the future, and would not want to be “stuck” with a given suggestion.

- Suggestions without effort
- On the go, wearable?
- Control

Building

We made the prototype by first finding a watch to serve as the foundation. We did this, because of our initial assumption that those who wanted real time suggestions would already be out and about and would not have time to find suggestions on a computer. This platform would also provide a very easy and simple to use interface for on the go use. We designed various watch faces for the prototype on Adobe Photoshop, making sure to satisfy all of our initial assumptions. We utilized Adobe Photoshop to provide the opportunity for rapid changes and iteration.



Using Adobe Photoshop to design the watch faces

We made a total of three faces: a starting face, a navigation face, and an arrival face. The starting face allows the user to select a type of activity he/she would like to do next, also allowing for a “surprise” option. The navigation face occurs after the user has selected an option. This face routes the user to the suggested next location. It also allows the user to cancel if he/she changes her mind or decides he/she wants a new suggestion. Finally, the arrival face gives the user the opportunity to rate the suggested activity/location once they have arrived. This feedback will then be factored in for future suggestions. Once a feedback level has been chosen, it will return to the starting face.



Watch face options

In order to produce the physical prototype, we printed out the faces and cut them out to fit the watch face and placed the cut out faces on the watch and swapped them out during the testing phase based on the currently active face.

Testing

We asked people to test our experience prototype by imagining they were travelling in an unknown area without a plan. We then asked them to walk through how they would use the prototype, taking notes on what they did and what they struggled with.



Testing our prototype with Austin C.

Once they had walked through the entire schema of the prototype, we asked them what they liked and didn't like. We also asked them whether they would utilize the product or not, and took notes on their thoughts.



Discussing our prototype test results with Austin C.

Takeaways

During our prototype tests, we determined that people wanted to view what was around them and wanted greater control over where they were going next. They didn't like the idea of giving up control of their vacation to an app that might not be able to actually take them to places they actually like. They expressed interest in being able to quickly accept or reject plan suggestions on the fly. In addition, users let us know that they want destination to be the main filter when searching for travel plans.

- Don't want to give up control, just get suggestions
- quickly accept/reject

Group Planning Framework Platform Prototype

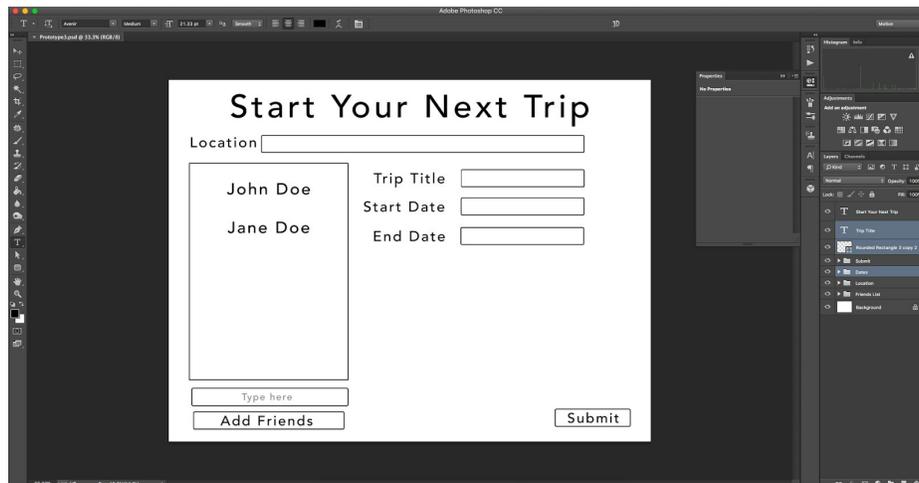
Assumptions

In building this prototype, we assumed that those who were planning as a group would need a relatively large amount of screen real estate and would be planning the trip ahead of time. Thus, they would not need a platform that would be easily transportable, at least in the planning phases. During the execution phase, they might want something that is easier to bring around with them. We also assumed that people had a lot of trouble connecting with other people and coordinating on travel plans.

- Device: doesn't require something as mobile

Building

We built this prototype using Adobe Photoshop and printing out the landing pages for user testing.

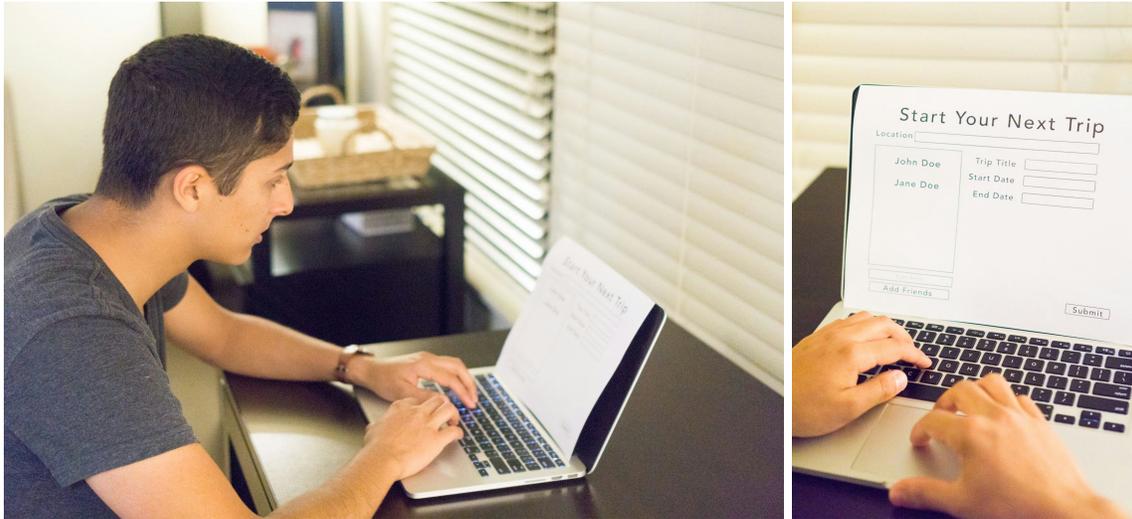


Using Adobe Photoshop to design the landing pages

We built several landing pages for each step of the trip planning process. We started with a page for people to add their friends, location, and dates of their trip. Next, we had a page where people could add all of the places that they wanted to see, populated by Yelp! or Tripadvisor. We also had a page for them to move their places/ideas onto dates and finalize their trip details.

Testing

We asked people who tested this prototype to imagine that they were about to plan a big trip with a large group of people. We then had them work through the flow of the prototype and see what they liked and didn't like about it. As they worked through the flow, we swapped out the "screens."



Testing the prototype with Daniel B.

After they finished walking through the flow, we asked them to talk about their thoughts on the idea while we took notes.

Takeaways

People who tested this prototype would have liked to have more recommendations in the ideation phase. They also liked the idea of being able to vote on popular ideas that were added by other people on the same trip. Further, people wanted the functionality of being able to revise the plan with comments. That way, they wouldn't just be moving other people's plans around to other days unwarranted. However, overall, people really liked the idea of being able to easily plan trips with their friends with set guidelines for how to do it successfully.

- putting popular ideas to a vote

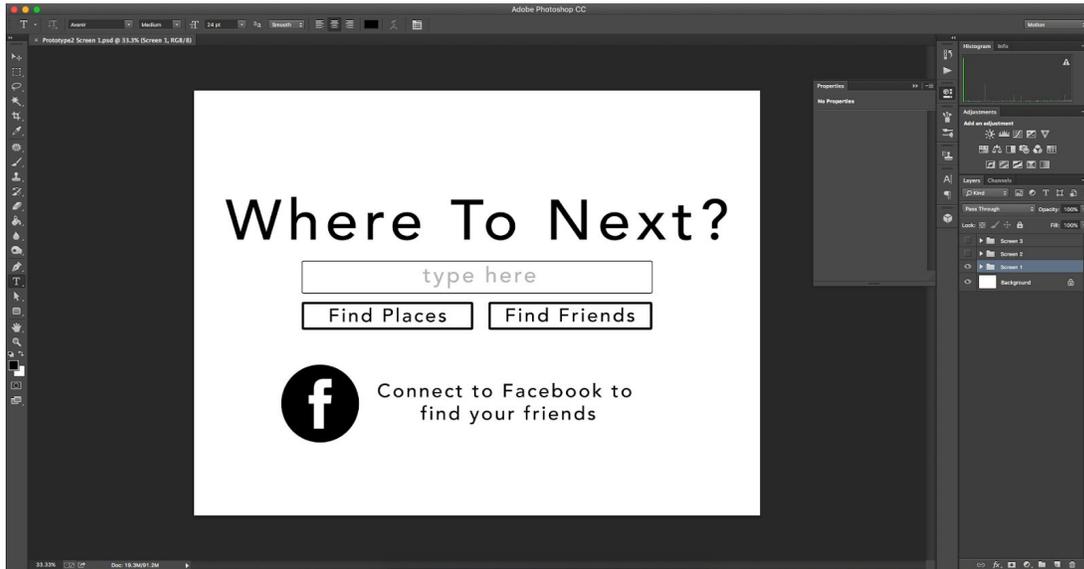
Network Search Prototype

Assumptions

In producing this prototype, we assumed that a traveller who was looking for connections or places to go in a new city would still be in the planning phases of their trip. We also assumed that they might not necessarily be willing to reach out to their friends on Facebook (or any other social media platform), and might just want suggestions for locations to visit. We also assumed that because this traveller would be attuned to leveraging their network, they would be on some form of social media.

Building

We started by building out the landing screens for the prototype on Adobe Photoshop. We designed these landing screens in order to satisfy the assumptions that we went into the prototype design with.



Using Adobe Photoshop to design the landing pages at each step

These landing pages included an initial page to allow users to select where their next destination was. They then indicated whether they wanted to locate a place or friends in that location. Next, depending on their selection, they were either presented by a list of friends who live, lived, or have been to the location in question or a list of places that their friends had visited.



Testing

We asked people to test our prototype by imagining that they were going to a new location and wanted to find things to do and people who might be able to help them find said places.



Testing our prototype with Katherine E.

Once they had walked through the entire schema of the prototype, we asked them what they liked and didn't like. We also asked them whether they would utilize the product or not, and took notes on their thoughts.

Takeaways

We found that people were confused by the initial landing screen. They were confused about the need to select "People" or "Places" in a specific city, and instead wanted to view all relevant people and places for a specific location in one easy to follow results page. They also expressed an interest in easily finding local bloggers/influencers from certain cities, especially for cities where they don't have friends who have recently visited or lived there.

- Find local bloggers/influencers, social media presences in certain cities

Prototype Results

Our prototype for the group travel planning framework platform was the most successful in achieving its goal. It did not seem as though the network search tool was able to be helpful enough for its given purpose, and the real-time suggestion engine did not give

enough flexibility to the user. The group travel planning framework platform was able to provide the user with necessary tools to easily and effectively plan a trip, even if it was lacking in certain desired features.

POVs, HMWs, Prototypes

Amy, David, Emily

Intro



Problem Domain

Travel & Crowd Power



Initial POV

For Nico, recommend cool obscure activities

For Katie, help her find friends in cool places

Additional Needfinding

Vivian



- Older
 - Mother of four
-

What did we learn?



- Trust online reviews?
 - Children
 - High-end resorts
-

Revised POVs

Katie





Revised POV, Katie

Katie

frustrated by planning group trips over email

provide her with an easier interface to record and document travel plans

HMW...

Make planning a group trip more organized? Could we use visuals?

Nico



Revised POV, Nico

Nico

attached to such obscure and specific sights as horticulture
and gardens

suggest off-the-beaten-path activities to other tourists

HMW...

Make off-the-beaten-path discovery easier?

Vivian



Revised POV, Vivian

Vivian

contacted high-end resorts to get activity recommendations

assist people like Vivian in making itineraries

HMW...

Perform the role of a travel helper?

Experience Prototypes

Suggestions in Real Time







Austin

Don't want to give up control

Quickly accept & reject



Connect with Friends

Where To Next?

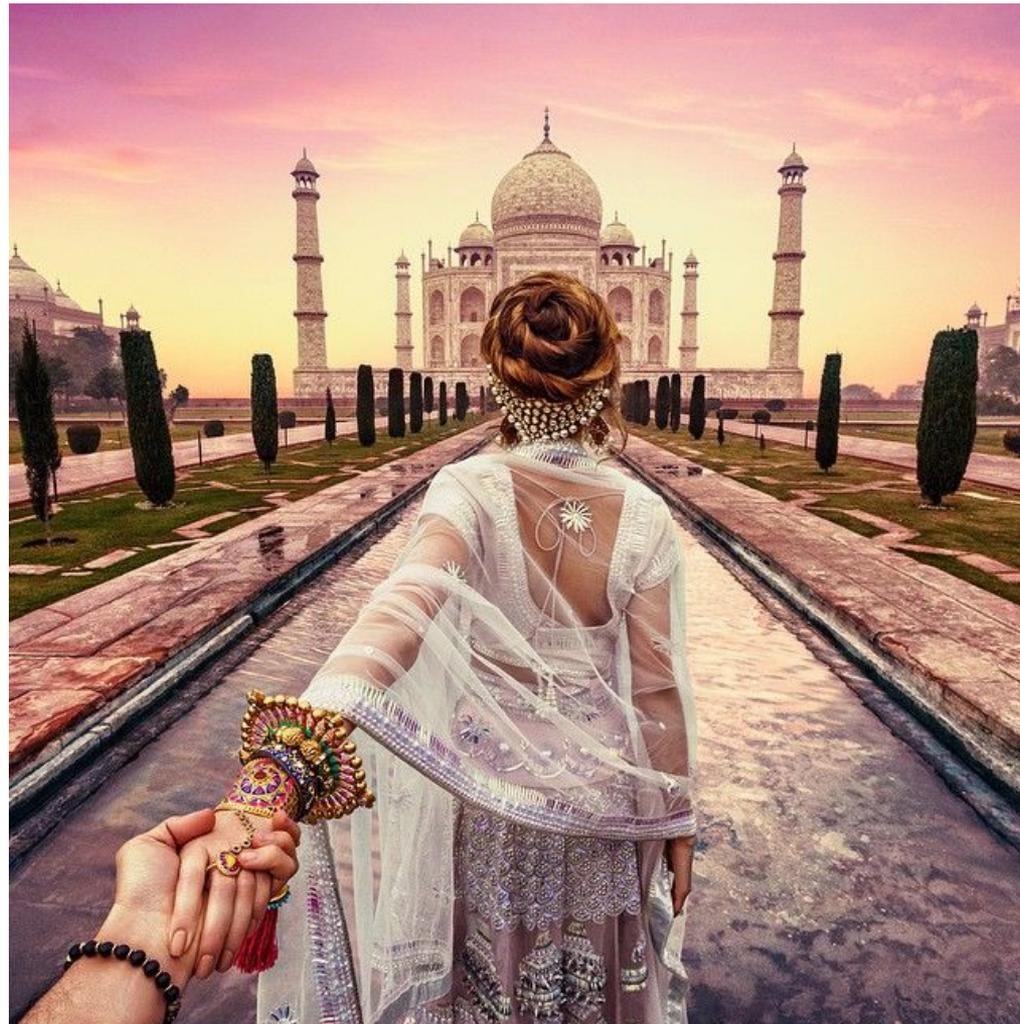


Connect to Facebook to
find your friends

Katherine

Find local bloggers & social media presences







Group Planning

Start Your Next Trip

Location

John Doe

Jane Doe

Trip Title

Start Date

End Date

Type here

Add Friends

Submit

Daniel

Putting popular ideas to a
vote



Group Planning

mango 
