

Needfinding

Tatiana Grossman, Anna Wang, Kerry Wang



Needfinding Methodology



Kimberly Troung



25-year-old Vietnamese-American
grad school applicant from
Southern California

Interview Location:
Starbucks

Andrew



17-year-old African American high school senior from Mountain View High School

Interview Location:
Paris Baguette

Stephane Guerraz



45-year-old Frenchman. Founder and COO of Klinch

Interview Location:
Coupa Cafe

Jacqueline Emerson



21-year-old Hollywood actress
and frequent flier

Interview Location:
Oak Creek Apartments

Questions

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Show us how you would plan a trip to Sicily in 3 months.

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Describe your best and worst travel experiences.

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Do you commemorate your trips?
How?

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Describe your best and worst travel experiences.

Do you commemorate your trips?
How?

How do you adjust back to normal life after returning from a trip?

<p>Say</p> <p>25 year old Vietnamese-American grad school student from Southern California</p> <ul style="list-style-type: none"> "I would stay at a hostel because it's cheaper and I'd rather spend on activities than on lodging." "I first look at where I want to go in the city, and then I will pick the lodging closest to the activity." "Hostels are very helpful and good recommendations. That's why I prefer them." "I plan on going to popular touristy places, but the most memorable moments are when we took a detour and went to something unexpected." "My fiancé proposed in front of the Eiffel Tower. I know this isn't professional, but it was amazing." "My worst experience happened in Vietnam. It was not clean and we stayed at really dark hotels with disgusting showers and no roof!" "We have a ton of pictures. After a trip, we go back and organize all of our photos. We post to Facebook but we still haven't printed the photos out. When friends and family come over, we go through the photos together and talk about the backstories behind the photos." "I bought t-shirts at every single place and now I wear them to lounge around the house and I brings back memories." "Anything that comes to regarding Europe causes me to think about the trip." "I didn't have room in my luggage to buy souvenirs for friends." "I had cute pictures, but sores all over my feet and underestimated the amount of walking. I had to waste space in my luggage to carry my shoes after I bought new ones." "Being back at work is a huge 180. I went from spending as much money as I wanted because it was once in a lifetime to doing mundane things. It was a huge 180." "I wished for more than 2 nights of rest before going to work." 	<p>Think</p> <ul style="list-style-type: none"> Kimberly thinks that the best use of her money is experiences >> Kimberly values convenience and experiences over comfort Kimberly thinks that buying t-shirts while abroad so that she can wear them around the house is the best souvenir possible >> She wants to be reminded of her trip often She thinks that the spontaneous adventures are the best and treasures the memory of her proposal >> Kimberly values emotional experiences when traveling Kimberly thinks that the first couple of days back home after a trip are the most painful >> Kimberly needs help racking back into everyday life Kimberly thought that she had to pack stylish shoes >> She believes that looking good while traveling and taking attractive photos are important Kimberly thinks that she did a poor job packing for her trip >> She needs a way to definitively know what to bring for a future trip
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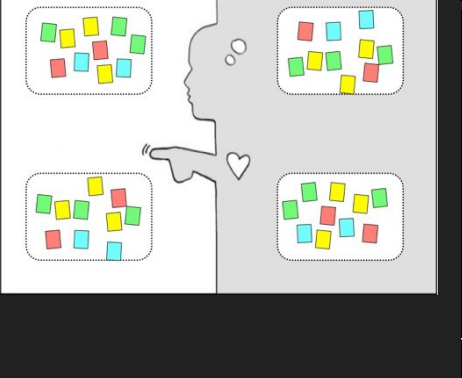
<p>Do</p> <ul style="list-style-type: none"> Her eyes lit up when she talked about her backpacking trip through Europe and she was very animated. When planning her hypothetical trip to Sicily, she booked the plane ticket first before looking up local attractions on TripAdvisor. She was super practical about planning her trip, no hesitation at all when googling good sites to explore. She gushed about how her fiancé proposed in front of the Eiffel Tower. She pushed her hands to describe the Eiffel Tower's lights. She spent 5 minutes talking in vivid detail about the dark hotel in Vietnam and how terrible it was. She kept repeating "so beautiful, so beautiful!" when looking at photos of Sicily. 	<p>Feel</p> <ul style="list-style-type: none"> Looking at photos from Europe makes her feel nostalgic and excited Not having the right shoes made her feel frustrated and distracted from parts of her trip. Dirtyness makes her feel unhappy and unsettled when traveling. Fipping through photos with family is important to her because it connects her to her community. Readjusting to life at home is exhausting and disorienting. Fiancé proposing in front of the Eiffel Tower is euphoric and makes all of Paris feel like a magical experience.
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<p>Say</p> <p>17 year old African American high school senior from Mountain View High School</p> <ul style="list-style-type: none"> "First, I would brag to all my friends." "I would look up cool places to go - landmarks and places like that." "I need to raise money for my trip, because my mom wouldn't be able to pay." "I'm only seen on a plane so I would know what airline to pick." "Hawaii was my favorite, because it was so different. The culture, the climate. So different." "The flight to LA sucked because it was cramped and people were rude, but to Hawaii the flight was longer and people made an effort to be nice." "I bring back souvenirs - in Hawaii I got this vase. There was a beach with pure white sand and I put it in the vase and it's still in my room right now!" "I posted the pictures on Facebook. They were either pretty scenery or the ones that me and my friends looked cool in." "I posted about 50% of my photos." "My mom takes photos of everything, I only take photos of things that really catch my eye." "I take a picture of something when the thought just comes into my head. It's an instinct." "When I got home, I just wanted to go back to Hawaii. I didn't want to do the same routine of going to school." "If I could do it again, I'd do the things I didn't get to do. I would do the underground things, not the touristy things." "We snorkeled instead of went diving because snorkeling took less time and we could do other things too." "I remembered the luau the most. It was exciting and different. I went to a variety of different places, but I only remember the luau." "Back home, it's all about the routine. I always want to go out and experience new things. I feel stuck." 	<p>Think</p> <ul style="list-style-type: none"> He thinks looking cool for his friends is important, but he actually loved the luau the best of all the experiences >> He values cultural experiences that are different and not mainstream. Having experiences out of the norm is the best part of traveling for him. He thinks that having a group to share an adventure with is the best way to travel >> He values having a community. He thinks that the experience of traveling is better than taking photos >> He values living in the present.
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<p>Do</p> <ul style="list-style-type: none"> When talking about how much he loved Hawaii, he kept repeating the word "different." He spoke angrily about people who were rude to him during his trip, describing them in vivid detail. He smiled a lot when talking about people who were nice and pleasant on the flight to Hawaii. He mimed shoveling sand into the vase, and mimed holding the vase to give an idea of its dimensions. He ignored a call while being interviewed so that he could continue talking about his travels. 	<p>Feel</p> <ul style="list-style-type: none"> He feels that going on a trip with no money is stressful. He feels anxious and stuck because he can't travel often. Seeing the vase from Hawaii makes him nostalgic and happy Experiencing different cultures makes him feel awe struck. Meeting nice people makes him feel appreciative and part of a community.
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<p>Say</p> <p>50 year old Frenchman founder and CEO of Kliffch</p> <ul style="list-style-type: none"> "I'm not too worried about finding info. One month away is too early to plan a trip to Sicily." "I'll look for places to stay after - it's not important to me right now." "If tickets are sold out ahead of time, I will definitely go there - the opera, the art shows." "Luggage is a pain in the butt. It takes time to get it back." "Australia was the best. We drove to the main temple for the native people in Australia. It looks like an alien spaceship." "I loved that if you stop on the side of the road, people will check on you. It's a loving place" "A picture of this is on my Facebook home page." "I got annoyed with my opera singer friend for packing too much stuff - no wonder they're single." "To make leather to move, a checklist for luggage is important, and I write it down" "I try to be more in the present than in the past." "When I get home from a trip, I do laundry - redo stuff while getting back in the space and figure out how to get back into work and normal everyday life." "I like seeing friends to tell them about my trip. I don't post much on Facebook." "I don't like having to unpack, going back to chores." "There is no time to settle down. I have to go back to work." 	<p>Think</p> <ul style="list-style-type: none"> He thinks that meeting up with friends when traveling is very important, but thought his friend who overpacked was a burden -> He values community and having people traveling with him, but he can't stand people who don't travel the same way he does Stephane thinks that he should have known that his friend was traveling in the same area that he was <ul style="list-style-type: none"> He wishes that there were an easier way to find out where his friends are and if they are going to the same places he is going to He thinks that getting tickets to sold-out shows is a priority <ul style="list-style-type: none"> Stephane values going to cultural events Stephane thinks that telling his friends face-to-face about his trip is important <ul style="list-style-type: none"> Stephane likes to feel connected to this community
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<p>Do</p> <ul style="list-style-type: none"> When thinking about how he would plan a trip to Sicily, Stephane was very calm. He wasn't interested in finding information early. His instinct was to be very chill and plan everything at a closer date or be spontaneous. Stephane said very emphatically, Luggage is the worst! This is the most animated he got during the interview. When describing the temple he visited in Australia, he drew out the temple with his hands. Stephane is very reserved and soft-spoken. Stephane became very flustered when describing his opera singer friend who packed poorly. When asked what he does when he gets home from a trip, he made a dusting motion with his hand when describing the dust that collects around his house. 	<p>Feel</p> <ul style="list-style-type: none"> Uncleanliness makes Stephane feel anxious Traveling with friends makes him feel connected to his community Packing is irritating and stressful Meeting other friends while traveling brings him joy Stephane worries about leaving things behind
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<p>Say</p> <p>21 year old Hollywood actress Frequent flyer</p> <ul style="list-style-type: none"> "I haven't been in a solid location for more than a week since July" "All of my frequent flyer things are with United - I call United to get it booked so it's cheap. The United app is very helpful." "I make 100% sure I'm packed and ready to go. I check the weather. I need to get everything ready." "I look up famous sites and go exploring on my own. The number one priority is to get a feel for the city." "Sometimes having a tour guide does not give me a good view of the city." "If I just through things in, I regret it later." "I love family trips. In one trip, we took a train from Berlin to Paris and we stopped by a market beforehand. My mom picked these gigantic and beautiful heirloom tomatoes and we had an amazing feast on the train." "When I went to Botswana, everyone got sick, but I loved the trip so much that I can't even remember that part. I didn't care that I was sick." "Traveling is a humbling experience no matter where you go." "Sometimes I journal, sometimes I have a photo gallery. I'm a big picture taker and I put them in an album. I always wish later that I had taken more pictures. But when I'm traveling, I want to live in the moment." "I don't share pictures with friends on Facebook. I only share with my family." "Social media is more like a job." "I don't like re-acclimation after a trip at all. I don't think about the time zone I just left, only the one that I'm in." "I hate feeling stagnant, I don't like being trapped into the day to day." 	<p>Think</p> <ul style="list-style-type: none"> Jackie thinks that she should take more photos on her trip Jackie needs a way to commemorate her travels while living in the moment Jackie thinks that being back home after a trip is boring and mundane <ul style="list-style-type: none"> Jackie needs a way to feel adventurous when not traveling Jackie thinks that spending time with her family is one of the most important things about traveling <ul style="list-style-type: none"> Jackie values connectedness and community when traveling Jackie thinks that packing is more stressful that it should be <ul style="list-style-type: none"> Jackie values a way to definitively know what to bring for her trip
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<p>Do</p> <ul style="list-style-type: none"> Jackie emphatically says A LOT when describing the frequency of her traveling. Jackie is running around grabbing many things to pack for her trip and is very frazzled. At the end of her packing, she has packed very light. In her bag she double checked that her vitamins and hair products were there. Jackie would talk and look at her bag, and then say "Oh", stand up, and then go get something else. Jackie did not have much at all for her 5 day trip -her carry-on sized bag was not even full at all the way with everything packed into little bags. Jackie was really excited about her trips. Jackie put her hands to her head when talking about the difficulty of readjusting and not thinking about the time zone difference. 	<p>Feel</p> <ul style="list-style-type: none"> Packing is stressful for Jackie. Jackie feels happy when she feels settled in to a city. Jackie loves the small, unplanned moments. Jackie feels bogged down by social networks. Jackie regrets not taking enough photos when she travels in the moment. Traveling with her family makes her feel connected to her community.
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Empathy Maps

Say



Do



Feel

Nostalgic

Exhausted

Awed

Stressed

Adventurous

Disoriented

Think

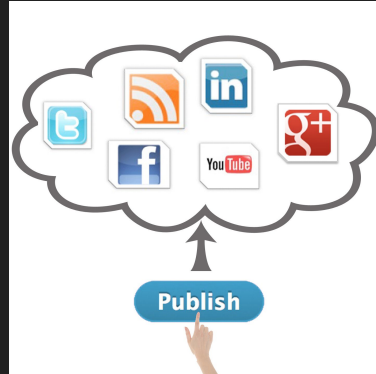


PACK THIS!

DESTINATION	SPECIAL EVENTS	DAYS
<input type="checkbox"/> Unknown		

	TRAVEL AIDE	MOTION-SICKNESS REMEDY	ATM CARD	TRAVEL TICKETS
BASICS	Pleasure reading	Sleeping pills	Traveler's checks	Travel confirmations
	Chewing gum	Anxiety medication		Travel membership cards
	Snacks		TRAVEL INFO	Travel guides
	Bottled water	FUNDS	Passport & visas	
	Earplugs	Wallet	Driver's license	
	Sleeping mask	Cash	Itinerary	
	Travel pillow	Credit cards	Maps & directions	
			Travel locks and keys	Laptop & charger
			Luggage tags	Camera & charger

Contradictions & Surprises



Tensions



Questions to continue thinking about...

Does spontaneity matter more than visiting places that are under-the-radar?

How important is a sense of community for a traveler?

Insights:

It would be game-changing to...

provide a way to commemorate a trip while the traveler is still living in the moment

help travelers definitively know what to bring for their trip

help travelers ease back into their everyday lives while still reliving the excitement of their journeys

Thank you!

Any questions?

