

POV and Experiential Prototyping

Hello!

This is our team



Kerry Wang



Tatiana Grossman



Anna Wang

A decorative network diagram in the top-left corner, consisting of various sized nodes (some solid, some hollow) connected by thin lines, forming a complex web structure.

1.

Problem Domain

A decorative network diagram in the bottom-right corner, similar to the one in the top-left, with nodes and connecting lines.



“

*Coming back home, going back to work, is a **huge 180**. I went from doing things that were once in a lifetime to doing mundane things.*

A decorative network diagram in the top-left corner, consisting of various sized circles (nodes) connected by thin lines (edges). Some nodes are solid grey, while others are hollow with a grey outline. The connections form a complex, branching structure.

2.

Initial POV



We met **Kimberly, a 25 year old European backpacker**. We were amazed to realize that **readjusting to life at home is the worst part of travel**. It would be game-changing to help her **ease back into everyday life while reliving the excitement of her journey**.



Extreme Users

Is the transition still
painful for frequent
travelers?



Hyun-Ju Yang

Hates traveling for
business, but feels
lonely when back
home



Sung-Min Lee



Transitions back home by
**reminding himself of fun
activities** that remain
available to him

Lena

Values personal
growth while traveling
abroad--**she rarely
goes home**



A decorative network diagram in the top-left corner, consisting of various sized circles (nodes) connected by thin lines (edges). Some nodes are solid grey, while others are hollow with a grey outline. The network is dense and irregular, extending from the top-left towards the center.

3.

Revised POVs

A decorative network diagram in the bottom-right corner, similar in style to the one in the top-left. It features a cluster of interconnected nodes, some solid grey and some hollow with grey outlines, connected by thin lines. The network is dense and irregular, extending from the bottom-right towards the center.

We met **Kimberly, a 25 year old European backpacker**. We were amazed to realize that **readjusting to life at home is the worst part of travel**. It would be game-changing to help her **ease back into everyday life while reliving the excitement of her journey**.



We met **Andrew, a high school senior**. We were amazed to realize that **he feels trapped in everyday life**. It would be game-changing to provide him **with more frequent escapes through travel**.



We met **Hyun-Ju Kim, a Silicon Valley designer.** We were amazed to realize that **she feels overwhelmingly lonely when back at home.** It would be game-changing to **make her feel more connected to her community, both while traveling and at home.**



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4. **Brainstorm**



We met Kimberly, a 25-year-old European backpacker, who needs help adjusting to real life because she feels that the transition from exciting vacation to mundane home life is too abrupt. It would be game changing to help her ease back into her everyday life while still reliving the excitement of her journey.

HMW connect Kimberly with the places that she just left in an engaging way.

HMW slow down the transition to everyday life.

HMW remind Kimberly of the exciting journey she just left.

HMW eliminate the transition into everyday life.

HMW integrate her vacation into everyday life.

How might we make her feel like she never left her journey.

HMW entirely remove the stresses of everyday life.

HMW we make home life less mundane.

HMW utilize her trip home to help her transition to life back at home.

HMW leverage her community at home to make the transition less abrupt.

HMW make Kimberly's vacation less exciting.

HMW make home a place that Kimberly looks forward to returning to while she is still traveling.

We met Andrew, a high school senior, who needs a source of escape because he feels trapped in everyday life. It would be game changing to provide him with more frequent escapes through travel.

HMW help Andrew travel more often

HMW provide him with the means to feel like he's travelling but for free 2

HMW make Andrew feel more free in everyday life

HMW make home life as exciting as a vacation

HMW provide Andrew with different experiences in his hometown

HMW find a new source of escape for Andrew

HMW make everyday life something that Andrew loves and doesn't want to leave.

HMW let him live his life unencumbered instead of locked down?

HMW leverage a network of people to get funding for a vacation?

HMW bring together a community of people like Andrew so that he doesn't feel trapped.

We met Hyun-Ju Kim, a Silicon Valley designer. We were amazed to realize that she feels overwhelmingly lonely when back at home. It would be game-changing to help her connect to people, both while traveling and at home.

HMW help her organize trips with her friends

HMW make her feel welcome the moment she returns from a trip so she doesn't feel lonely

HMW build a community for Hyun-Ju while she is abroad

HMW help her make friends while she is abroad on business trips

HMW facilitate interactions with strangers on vacation

HMW leverage her social network to make her feel like she has a community

HMW help her feel more content while alone

HMW encourage her to communicate with her existing friends while abroad

HMW make international communication less expensive

HMW help her befriend people nearby to her

HMW give her a travel companion at all times

HMW help her find people to date on vacation

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HMW help Andrew travel more often

HMW give him an expense-free travel experience

HMW make Andrew feel more free in everyday life

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How might we **make travelers feel like they have never left their vacation?**



How might we **give**
travelers an
expense-free travel
experience?



How might we **build a community for people while they are traveling?**



HMW make travelers feel like they never left their vacation

automatic travel blog

interactive video montage

remind her of how great her home is

change her living environment

immersive news

articles about her places

sort her photos

photos live from places visited

provide ethnic cuisine at home

treadmill desk

throw a party

provide hotel services at home

make playlists of hot music

music map

backpack around work

fire her from her job

book club for travelers

invite friends from abroad to visit

pair her up to travel updates from partner

map her route during travel

sort and compile travel logs

make her home an extension of her trip

weekend trip planner

pen pal

virtual reality system

photo map

give tips on where to go at home

HMW create an expense-free travel experience

star in a reality TV show

become international food critic

become a model and work abroad

set up temporary jobs abroad

become a translator

travel blog compiler--\$
\$ through ads

explore places using Google earth

game app where player travels

virtual reality

carpools, but for vacations

indoor traveling

Travel Swap!

tips 4 convenient travel at home

become rich

travel with family

friends take turns treating each other

start a community for traveling

site where you plan other vacations for \$\$\$

crowdsourcing from online community

rewardable but for travel

make-a-vacation

do odd jobs while traveling

travelers make food for free hosts

HMW Build a Community While Traveling

post your hang-out spot

group blog of people in your area

match people w/ same itinerary at place

collaborative itinerary w/ friends

hostel bonding session

community houses

Send out a beacon from location

App that uses uber API to meet up

interactive itinerary

itinerary: people can "like"

travel book clubs

tinder for travel buddies

AIRBWB API to find nearby people

Tell you common meet-ups in location

Tells you when 1st-2nd° friends near

find fb friends also in country

vacation planner that tells you who else is traveling

virtual travel business card

App for nearby speakers of language

automatic check in in an area

insta/fb info abt places ppl have gone

travel recs from friends

group text specifically for sharing travel

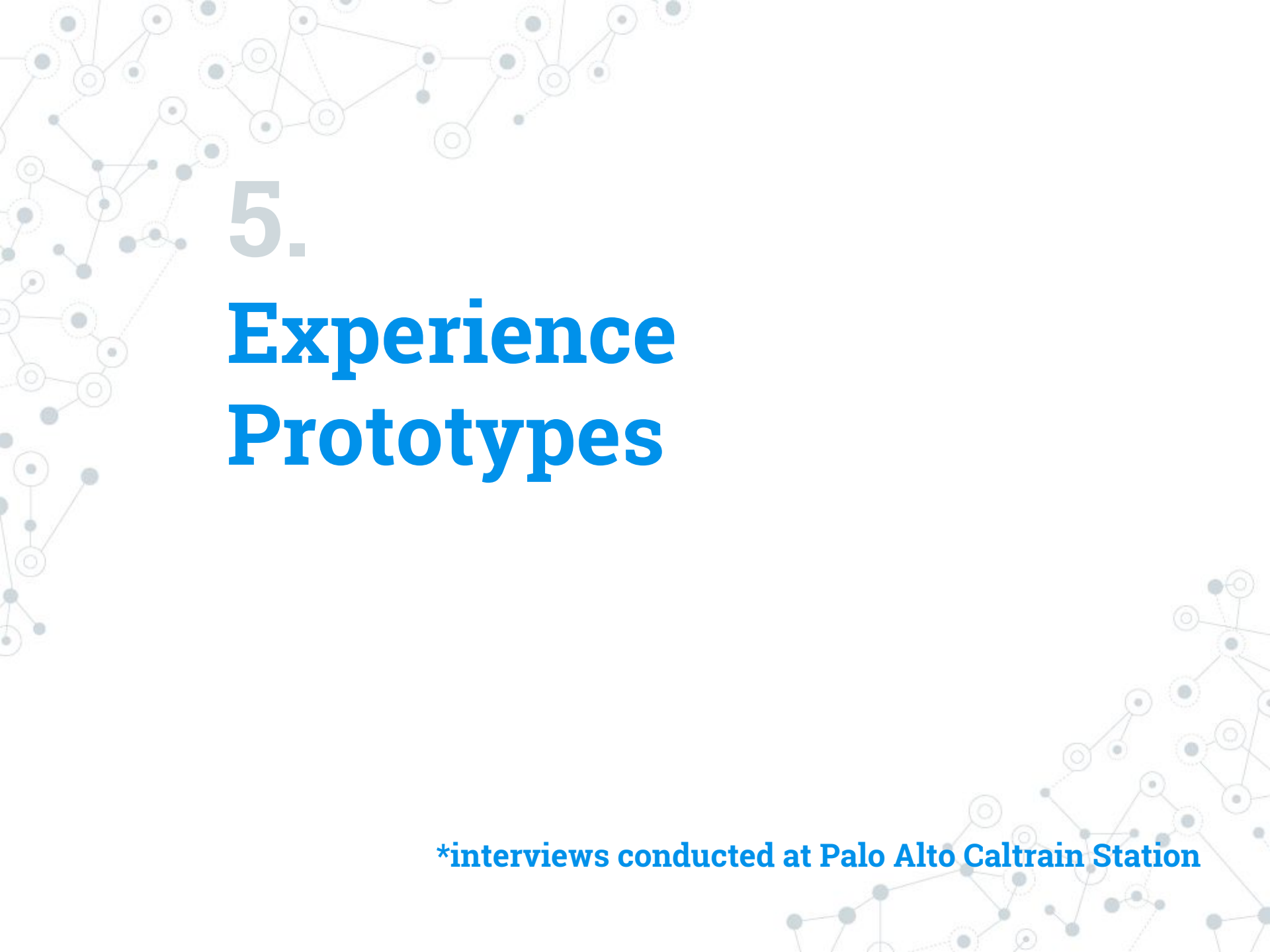
travel messenger

mapping
her route
while traveling,
continues map
at me

rewardable
but
+ ve

odd jobs
in
travel

tells you
when 1st &
2nd day
friends are near
you

A decorative background consisting of a network diagram with various nodes and connecting lines, primarily located on the left and bottom-right sides of the slide. The nodes are represented by circles of different sizes and colors (grey, white, blue), connected by thin grey lines.

5. Experience Prototypes

***interviews conducted at Palo Alto Caltrain Station**

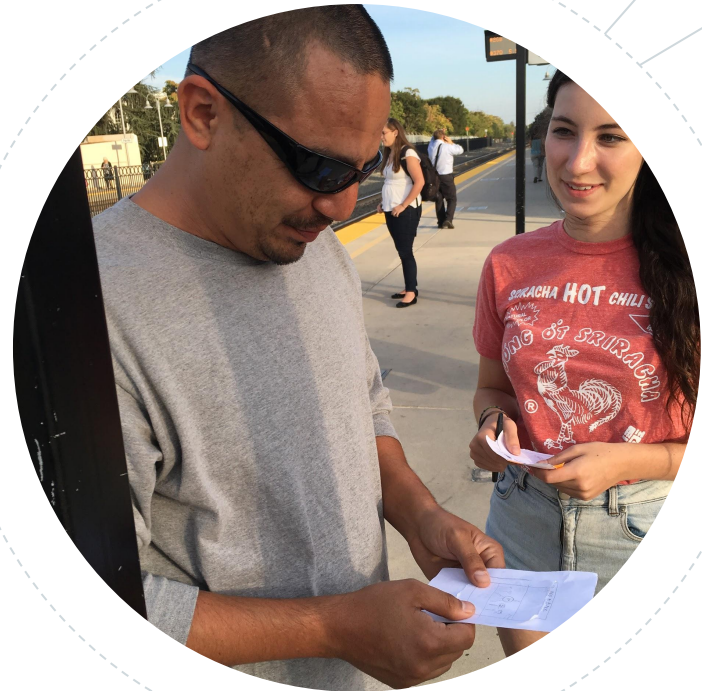
How might we **make travelers feel like they have never left their vacation?**

Prototype 1

media map of travel journey, compiled while on the go for viewing when home



Richard -- 40 year old
man who goes on
vacations frequently



Things that Worked

had an intuitive start, said
“I have to click ‘Start My
Journey’

- like that the media collages could be curated while on vacation, instead of afterwards



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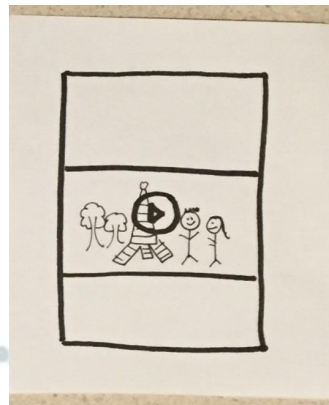
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Surprises

was insistent that he add
only one photo to the
collage

- did not fully grasp the video component until he reached the end of the prototype



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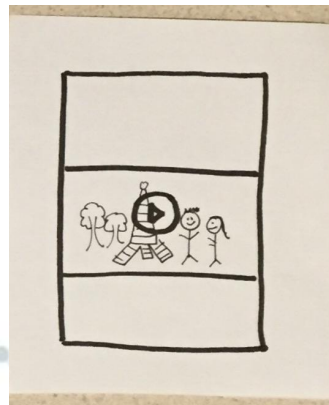
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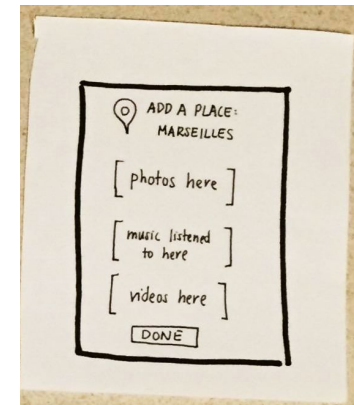
- did not fully grasp the video component until he reached the end of the prototype



Things that Didn't Work

not very familiar with how
to add different forms of
media to the collage

- many different pages that make navigating to current journey project difficult



Assumptions





Valid?

A good way to remember your trip is through media.	
People use and create media, such as pictures, during trips.	
The transition back home is made simpler if commemoration is done before returning home.	
People need a way to organize and group the highlights of their trip	



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A good way to remember your trip is through media.	
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How might we **build**
a community for
people while they
are traveling?

Prototype 2

friends of friends interactive
map

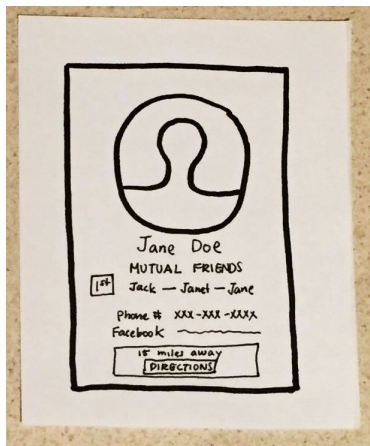


Jared Smith -- tech
salesman whose job sends
him all over the world



Things that Worked

- loved the idea of meeting up with people while abroad
- felt comfortable sharing personal information on this application

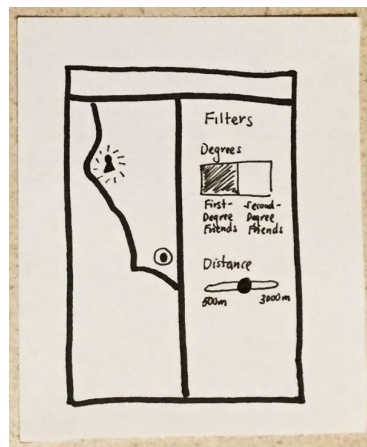
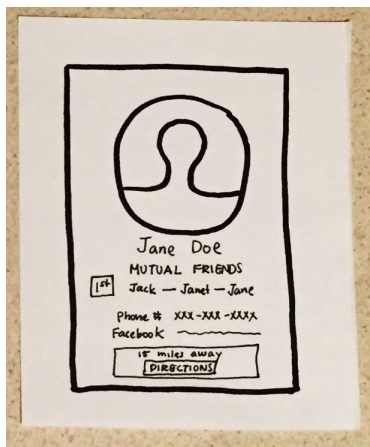


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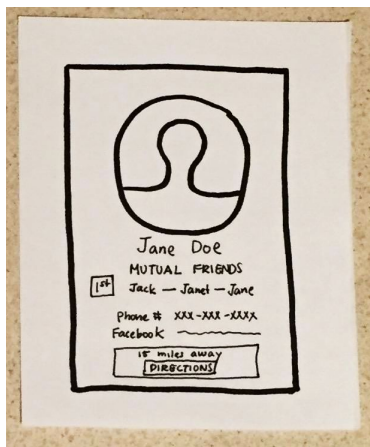
Surprises

- did not want to know about friends abroad beforehand
- did not like only having first- and second-degree friends shown



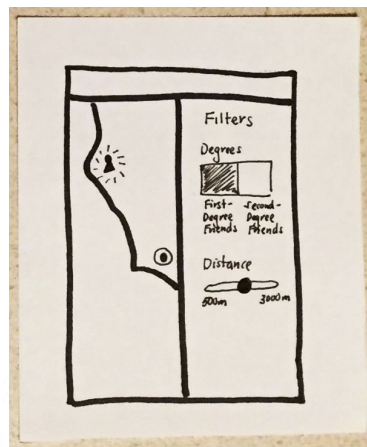
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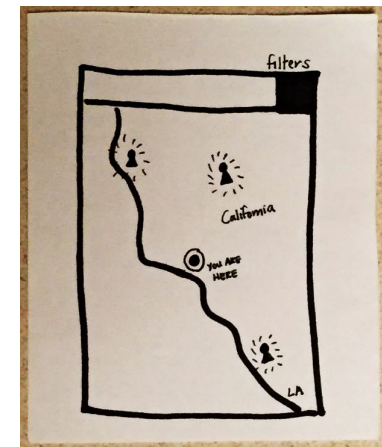
Surprises

- did not want to know about friends abroad beforehand
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Things that Didn't Work

- initially a bit hesitant about texting a stranger



Assumptions




Valid?

People want to meet up with friends and friends of friends while abroad.	
People will contact a stranger, as well as allow a stranger to contact them.	
A map-based interface is the best way to find out where people are.	



Assumptions

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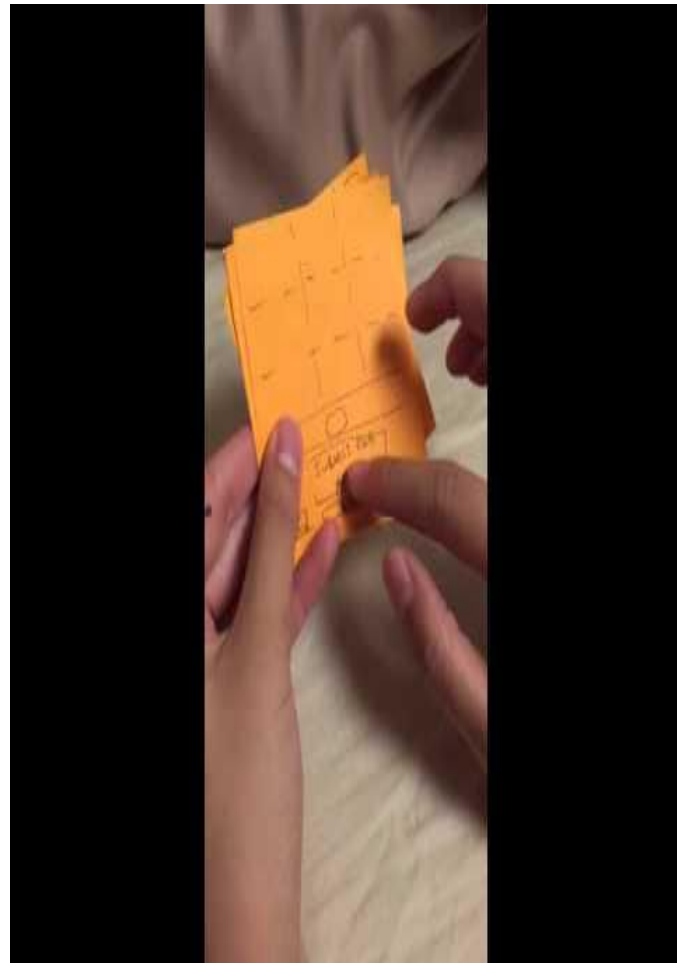
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How might we **give**
travelers an
expense-free travel
experience?

Prototype 3

make money doing activities
while traveling

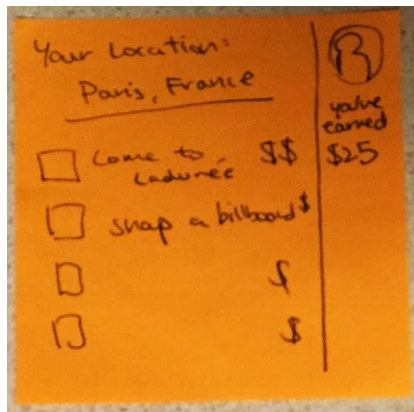


Molly Dow -- runs a
nonprofit connecting
musicians together around
the world



Things that Worked

- liked the idea that she could make money while traveling
- understood that the second page listed the activities available

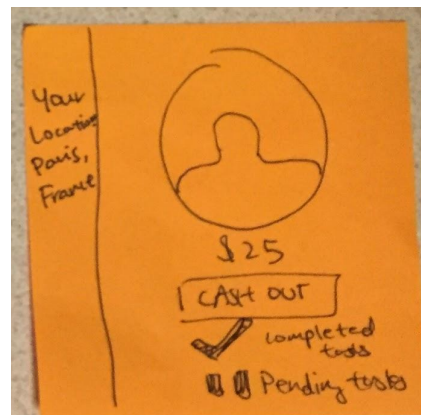
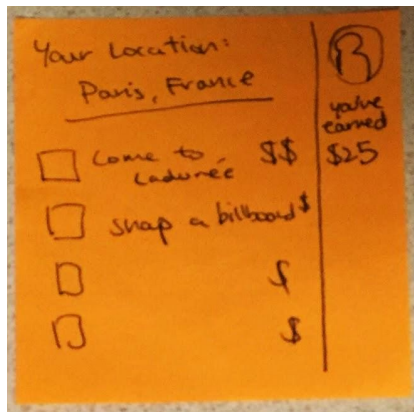


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Surprises

- travelers are a lot more conscious about security while abroad



Things that Worked

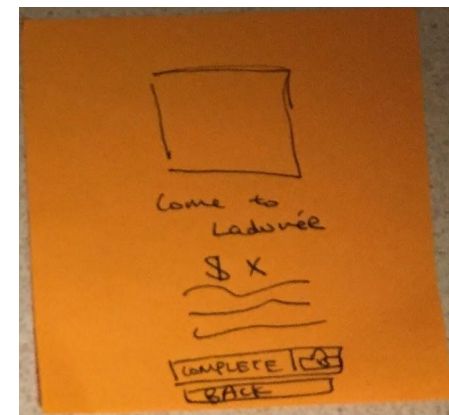
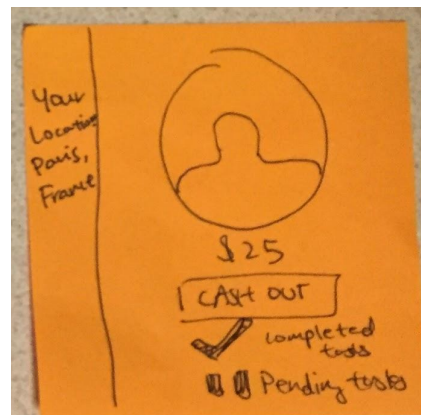
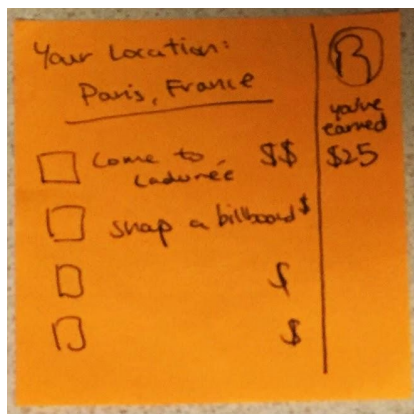
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Things that Didn't Work

- thought the app was a scam
- nervous about wasting time trying to find the location of the activity



Assumptions





Valid?

People are willing to do little tasks while on vacation.	
People are looking to make money to offset amount spent on trip.	
People trust they will receive the money they make.	
People's schedules on trips are flexible.	

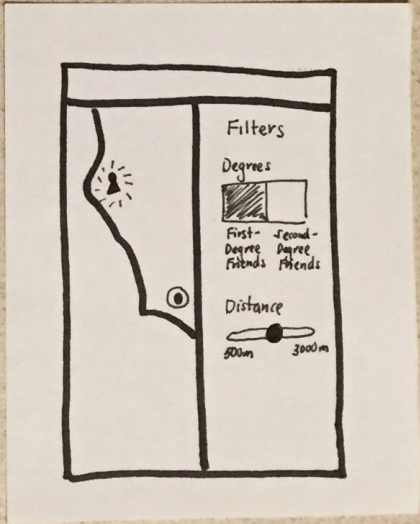
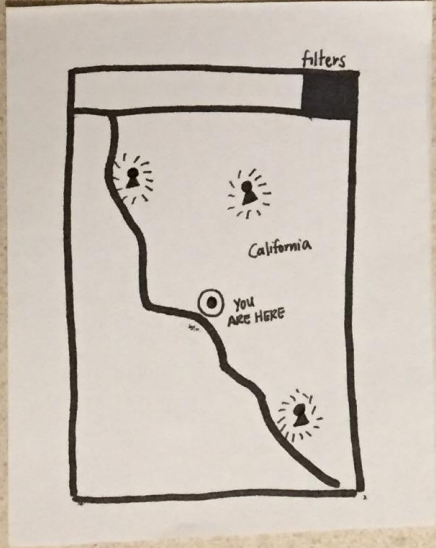
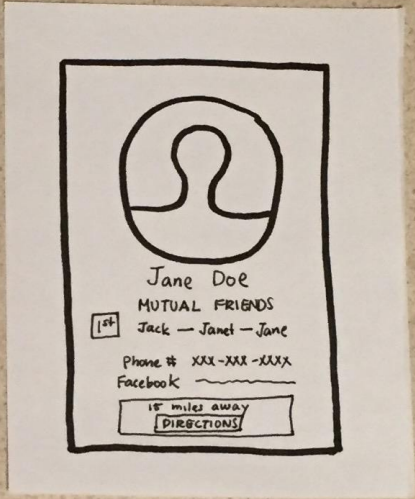
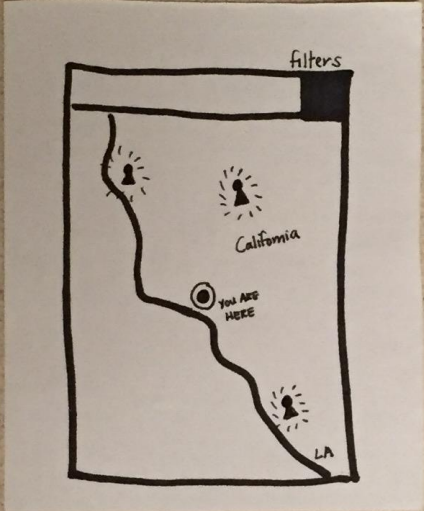


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Credits

Special thanks to all the people who made and released these awesome resources for free:

- ⦿ Presentation template by [SlidesCarnival](#)
- ⦿ Photographs by [Unsplash](#) & [Death to the Stock Photo](#) ([license](#))