



POVs and Experience Prototypes

Studio Theme: Mobility and Travel





Team Members



Ben



Kevin



Minymoh





Problem Domain

How do tourists interact with new spaces?





Initial POV

We met some travellers. **We were amazed to realize** that it is often more difficult to understand where you are in reference to everything around you while travelling. **It would be game changing to** make this easier.





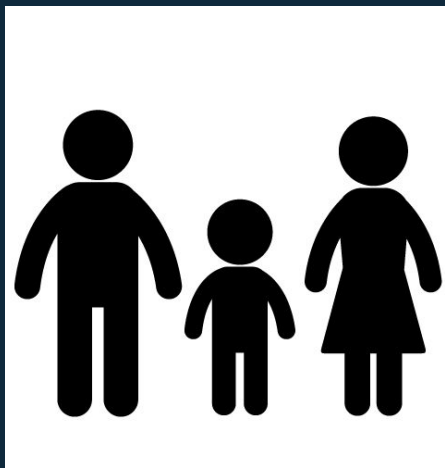
Additional Needfinding



Interviewees



Julien



Chen



Robert





Tourists in Action





What we learned

- ◆ Even with excessive planning, unexpected events can cause anxiety
- ◆ Loss of cell phone signal is scary
- ◆ Some tourists still use paper maps





POVs and HMWs





Revised POV 1

We met a college student that embarked on a long backpacking trip. **We were amazed to realize that** she was suffering from “travel burnout” after visiting one famous sight after another. **It would be game changing** for her to experience something different or find hidden gems during her travel that perhaps only the locals have knowledge about.





1

How might we help
travelers plan a trip
that wasn't "typical"?

A decorative graphic on the left side of the slide consists of several overlapping hexagons in shades of blue and cyan. Some hexagons contain icons: a lightbulb, a thumbs-up, a smartphone, a magnifying glass, and a gear. A large white number '2' is centered within a prominent cyan hexagon.

2

How might we help organize trips to minimize traveller's fatigue while also minimizing the fear of missing out?



DESTINATION	GATE#	S
COPENHAGEN	---	CANCEL
PARIS	---	CANCEL
LONDON	---	CANCEL
FRANKFURT	---	CANCEL
ZURICH	---	CANCEL
BRUSSELS	---	CANCEL
MILAN	---	CANCEL
MOSKOW	---	CANCEL

Revised POV 2

We met a family of four with young children. On a trip overseas, they missed the last flight home, necessitating an overnight stay and jeopardizing plans. **We were amazed to realize** how stressful it was to balance the needs of their children with the need to figure out how to get home. **It would be game changing to** assist with the process of re-booking travel plans to alleviate the family's troubles.





Revised POV 3

We met a group of five work colleagues aged around 30 from Shanghai and Guangzhou. **We were amazed to realize** that unexpected events coupled with lack of access to communication evoked feelings of paralysis and anxiety. **It would be game changing to** alleviate their anxiety issues during “loss of control” situations.





3

How might we help people who don't speak a common language communicate?

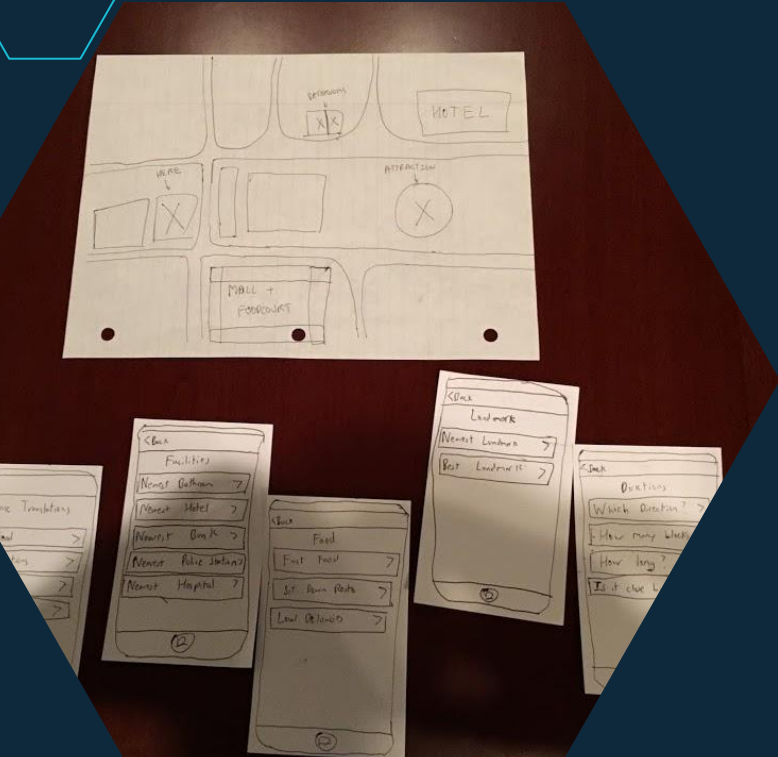


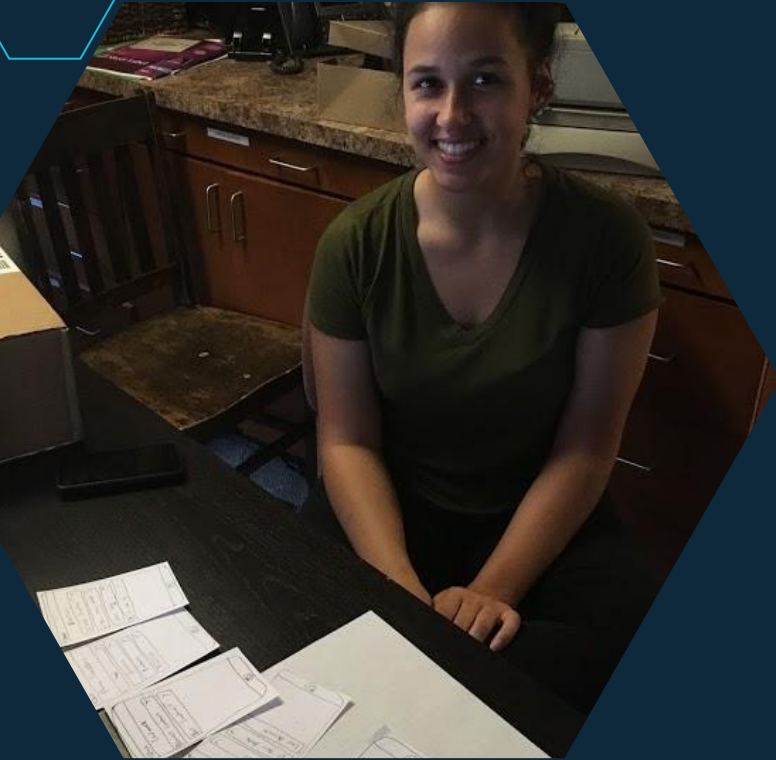
Experience Prototypes



Translation Service

Travellers can benefit from an offline translation service which translated certain pre-selected phrases between two languages.





Tiara

We told Tiara to imagine that she was travelling to a location where she did not speak the language.





Results

What worked

- ◆ The translation of common phrases helped
- ◆ Both tourists and locals can benefit

What didn't work

- ◆ Translations alone are not enough
- ◆ Common phrases may not cover every scenario

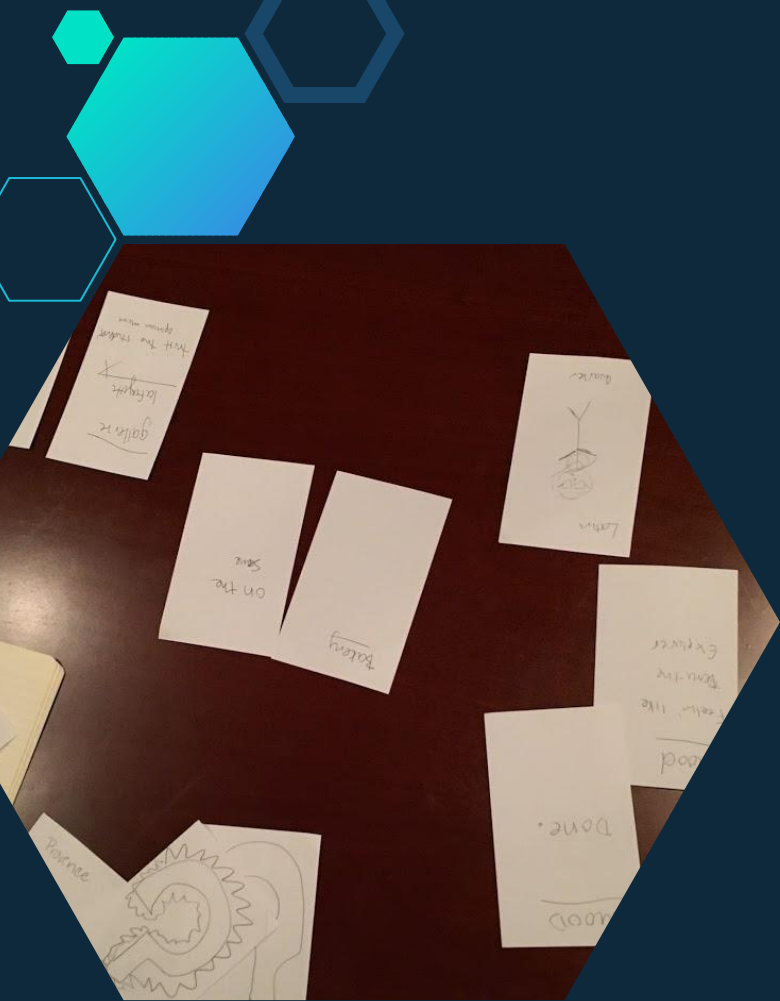
Surprises and New Learnings

Hard to believe that a traveller could be so helpless





While our initial assumption was valid, in order to pursue this solution, we would have to further assume that it is common for travellers to visit foreign places without accounting for the language barrier issue.



Mood-based Planning

Users are willing completely cede control and leave trip planning partially up to chance.





Alona

We told Alona that she had just woken up in Paris, but had yet to plan out her day. She would then choose her activities based on her mood.





Results

What worked

- ◇ Trip becomes much more spontaneous
- ◇ Makes planning somewhat easier

What didn't work

- ◇ Mood and desires don't always match
- ◇ Possible to miss out of "must-see" attractions

Surprises and New Learnings

Can be a dynamic and fun way to plan out a trip

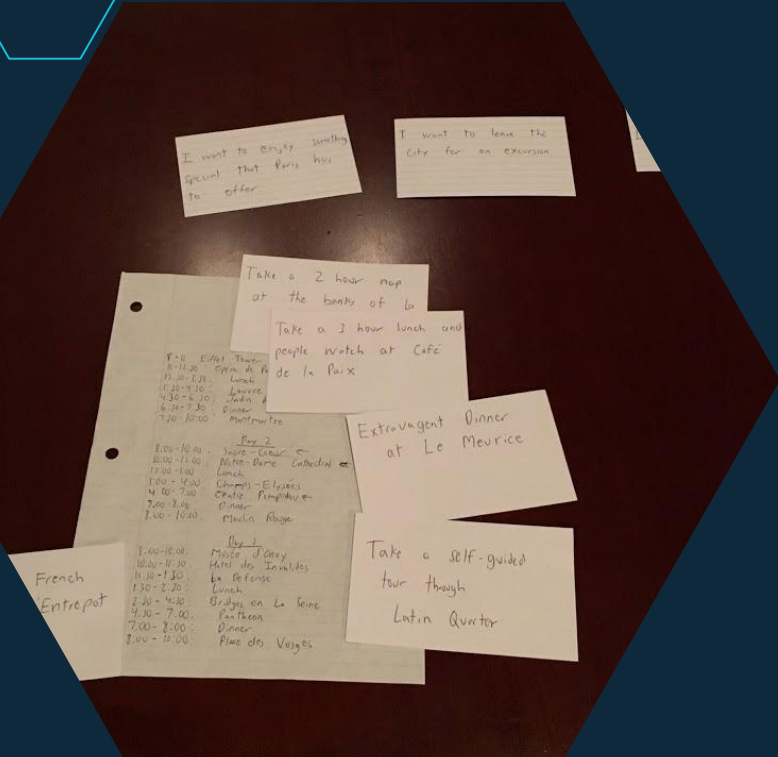




Our assumptions were mostly valid,
provided that a user is willing to cede
control.

Burnout Prevention

Exchanging existing entries in a jam-packed itinerary with new desire-focused activities can help ease travel burnout.





India

We told India to imagine that she had been travelling for a long time and was completely burnt-out.





Results

What worked


- ◆ Doing something for yourself can prevent burnout
- ◆ Unwinds a packed itinerary

What didn't work

- ◆ Alternate activities are not always the solution
- ◆ Altering itinerary can cause logistical issues

Surprises and New Learnings

Better to do something you want instead of something you feel like you should do.





“

Our assumption was valid. Doing something for yourself can help re-energize your desire for travel.



The best travel experiences are often the ones that elicit a profound emotional response from the traveller.



Thanks!

Any questions?





Credits

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

- ◇ Presentation template by [SlidesCarnival](#)
- ◇ Photographs by [Unsplash](#)

