# Need-finding

## Airport Edition
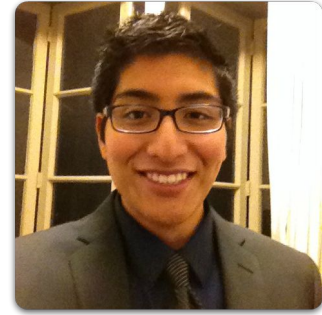
Our Team:

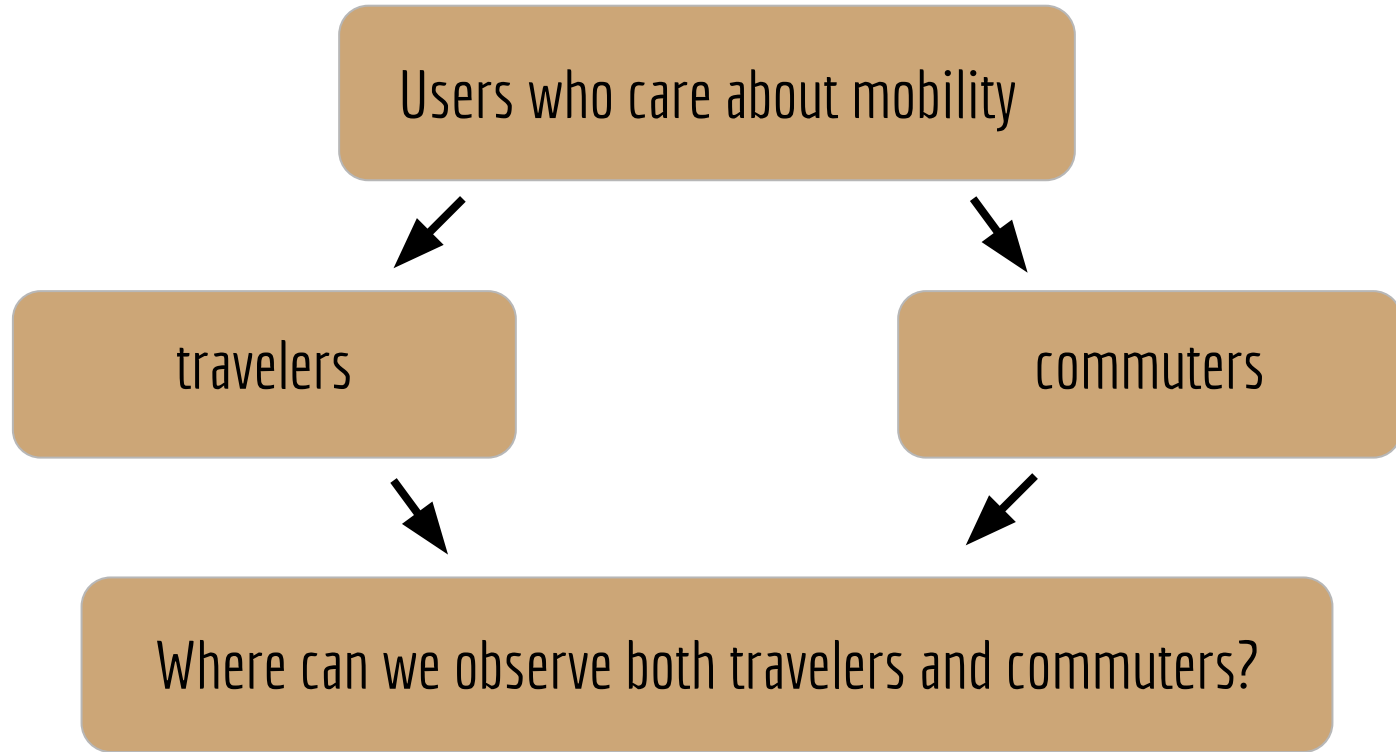Hali                          Max                          Doshi

Our Problem Domain:

The intersection between travelers and commuters

# Needfinding process

Users who care about mobility

travelers

commuters

Where can we observe both travelers and commuters?

# Domestic Terminal of Airport



People who fly in order to travel to new places

People who fly in order to commute from city to city

# International Travelers

Mariko

64 years old

Japanese-American

Maruk

in his 20s

Polish

# Family



The Campos Family
Mexican-American
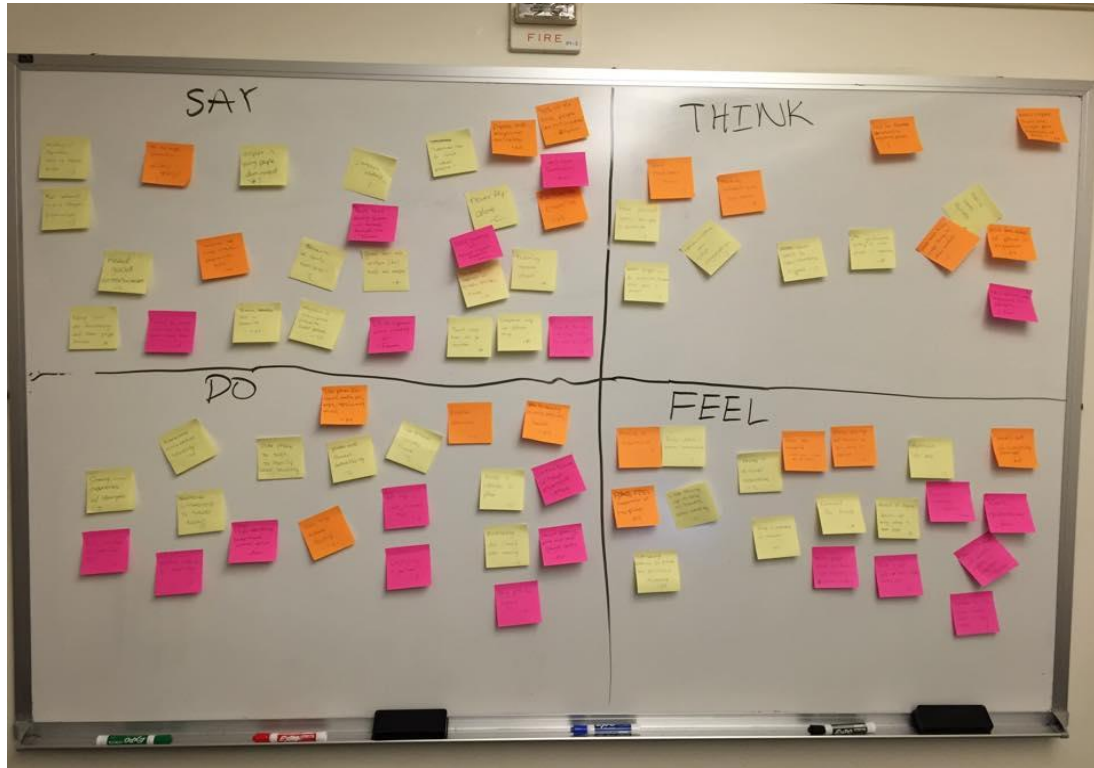
# High Frequency Travelers/Experts



Ami – Flight Attendant

Forman – Airline Agent

Mike – Business Traveler

# Results



What interview data is relevant?

# Say

"Respect others"

"I learned not to trust others"

"Traveling improves oneself"

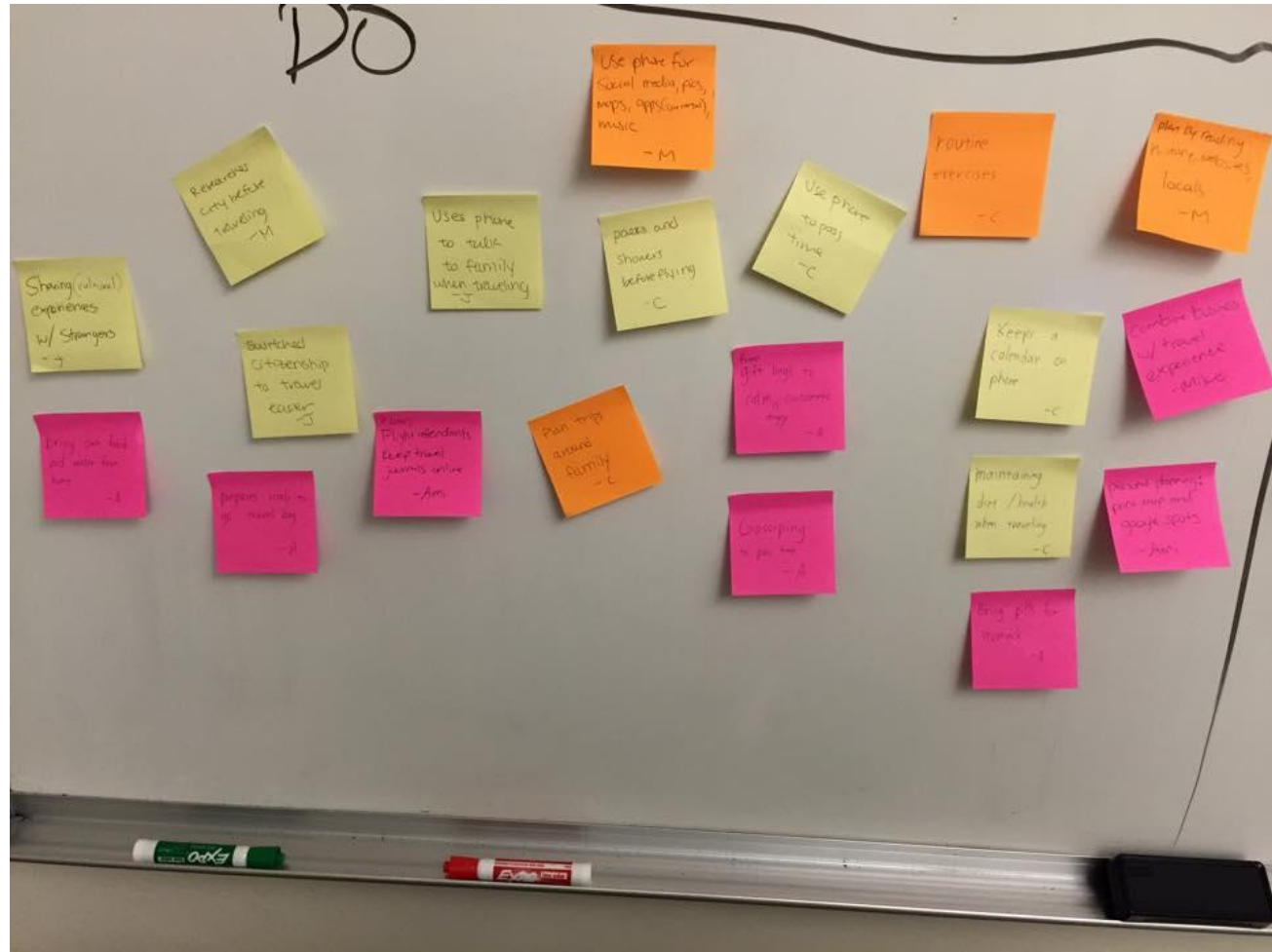"Airport is not a place to meet people"

# Do

"Pack and shower before flying"

"Switched citizenship to travel easier"

"Use phone to pass time"

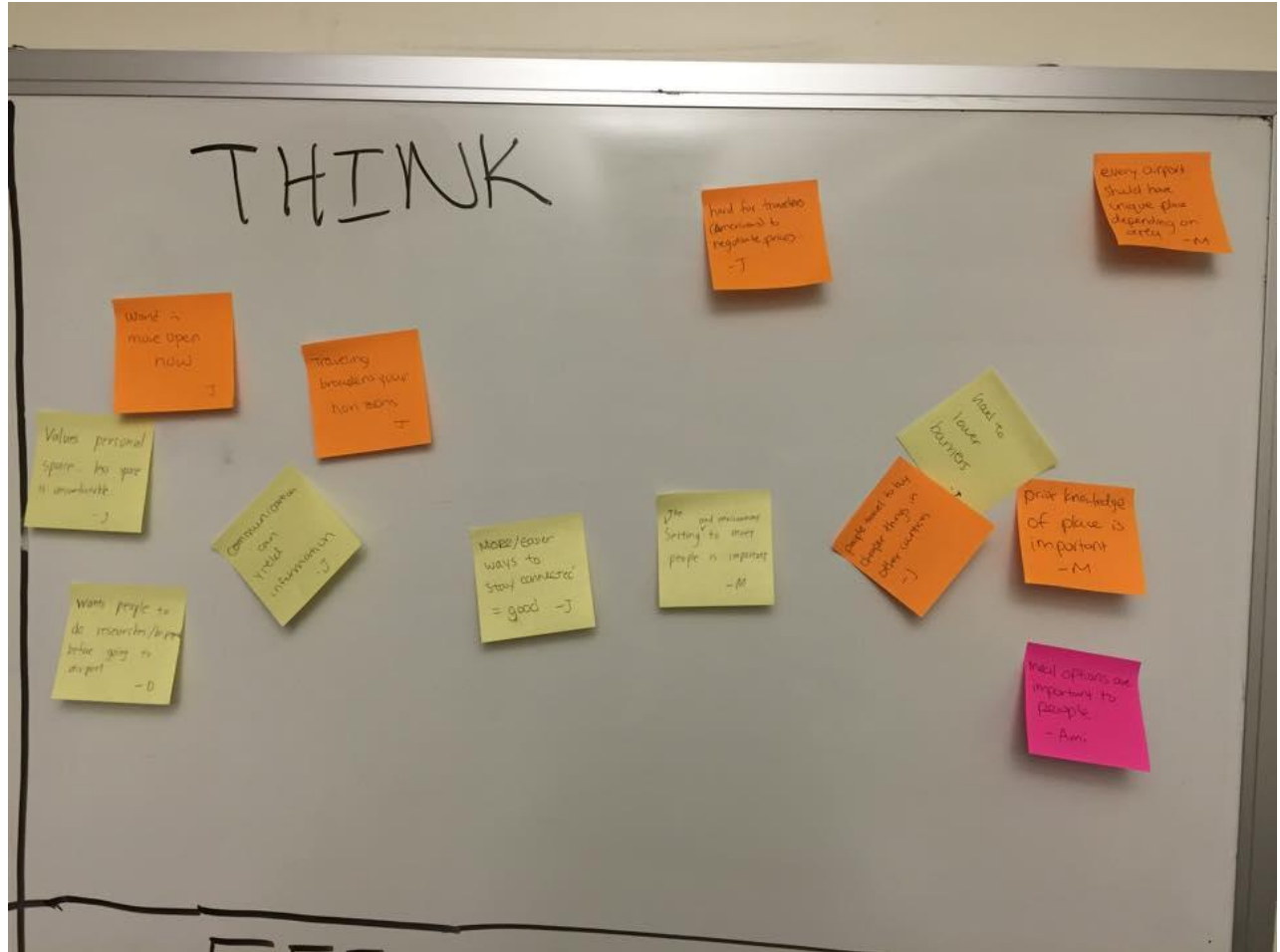"Plan trips around family"

# Think

Hard to lower barriers

More ways to stay connected are good

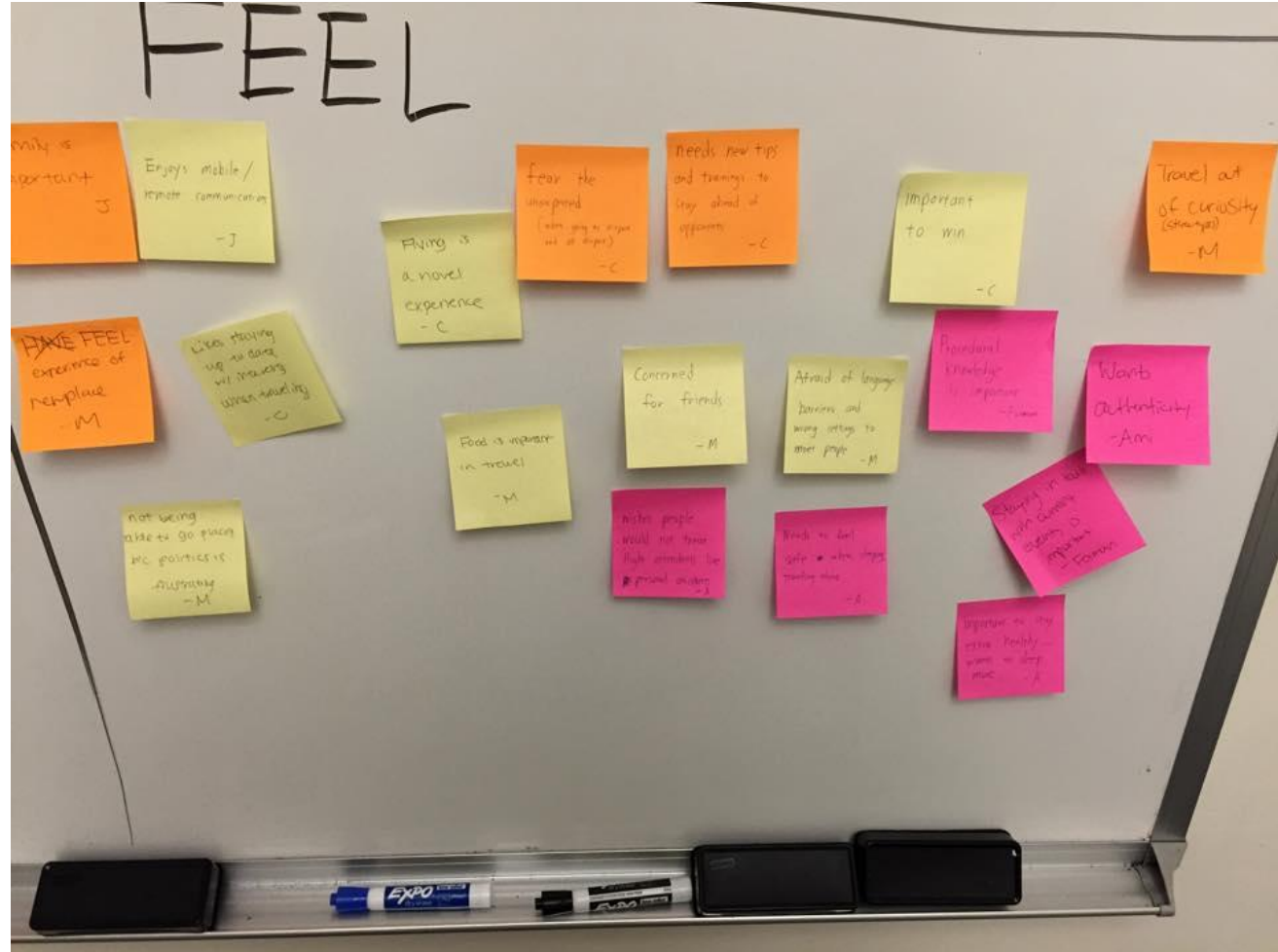Communication can yield information

World is more open now

# Feel

Wants authenticity

Enjoys staying up to date

Frustration at unprepared people

Curiosity fuels travel

# Surprises

- "I'm not a tourist, I'm a traveler."
- Sharing experiences with strangers
- Some flight attendants keep travel journals online
- "America is not filled with fat people with guns."
- Combine business with travel experience
- Food is important in travel… bring own food/water

# Tensions

- "40% of the time, people are not organized."
- "People that aren't aware will fumble through life."
- "For my age, change is always hard."
- Afraid to offend people due to language and cultural barriers
- Long lines are frustrating and make people nervous
- Don't trust others

# Contradictions

- Physical map vs. digital map
- Magazine/newspaper is useless
- Never fly alone vs flying alone -> freedom
- Airport is young people dominated
- Self-booking vs. travel agent

# Analysis + Empathy Map
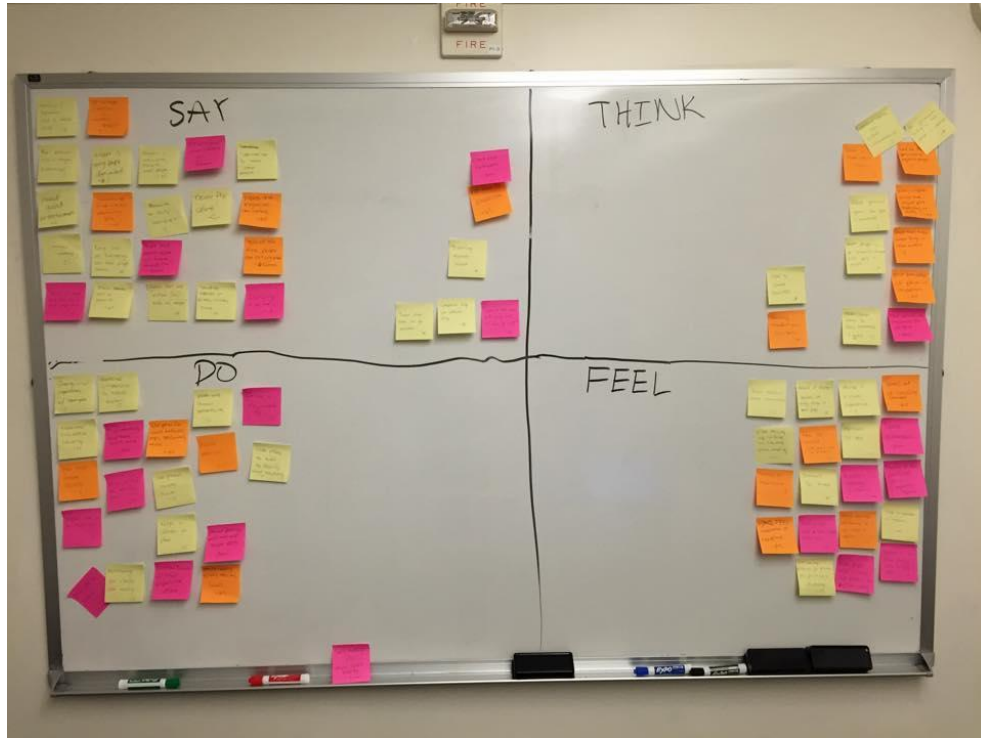


What does our interesting data mean?

# Inferences - We wonder if our data means...

- Travel can be a disruption to lifestyle and health
- People want to remain connected to friends and family
- People seek constant entertainment and current events
- People need to feel safe while traveling
- Travel requires preparation
- An open mind and having respect for others will enrich one's travel experiences

# Conclusions

- Choices are important – they help people feel in control
- Maps are important, especially when there's no wifi
- Authenticity in travel is important
  - "I'm not a tourist, I'm a traveler"
- People want to connect with strangers at a new place but are afraid of inappropriate settings and offending others

# Questions

- How can we develop a product for "travelers" without excluding or focusing on "tourists"?
- How can we remove both logistical and cultural barriers that limit people's travel experiences?
- How can we help travelers better prepare so travel feels more natural?

# Preliminary Needs → Insights

Needs
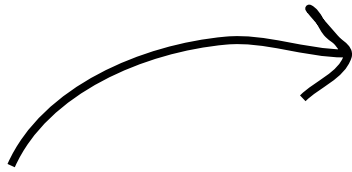
- Connectivity
- Lowered barriers
- Better preparation

Insights - We were amazed to realize…

- People don't want to be isolated from their normal lives when traveling
- People struggle to overcome cultural, logistical, political barriers
- Airport staff find travelers to be very unprepared

# Summary

- Airport-centric search
- 6 interview subjects with diverse yet overlapping experiences
- Travel connects to: lifestyle, culture, people interactions
- Travel brings exceptional experiences, but people don't want it to feel like a disruption.