POVs & Experience Prototypes

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Doshi

Problem Domain

Remedying the ***difficulties and worries*** that may arise for ***anyone*** traveling to ***unfamiliar destinations***.

POV - Preparation

We met **Maruk**, a frequent international traveler.

We were amazed to find that he often traveled spontaneously, and thus, **would go to a foreign country unprepared both logistically and culturally**.

It would be game changing if we could **help him better prepare so travel feels more natural**.

Interviews

Genki
24 years old
Japanese

Karina
20 years old
American

Lan De
65 years old
Chinese

Results

“Usually stay home in comfort zone” - Genki

“We stayed in a traditional hotel [in Japan]. We didn’t know how to use the toilets, showers, and sleeping areas” - Karina

“The world is a very big place” - Lan De

POV - Storing Experiences

We met **Ami, a flight attendant** who travels frequently.

We were amazed to find that some flight attendants keep online travel journals, but **Ami doesn't journal because it takes too much time and effort**.

It would be game changing to have **an easy way to store experiences** for future reference and sharing.

POV - Staying Connected

We met **Mariko**, an older woman from Japan

We were amazed to find that **she searched for public wifi and phonebooths** to communicate with loved ones while traveling.

It would be game changing to **provide an efficient way to stay connected while traveling.**

POV - Displaying Necessities

We met **Karina**, a student who travels out of the country at least once a year.

We were amazed to find that **travelers must know the nearest locations of necessities**, such as restrooms, when traveling.

It would be game changing to **easily fulfill the needs of travelers**

How Might We... Ami - Flight Attendant

- remind her to record experiences
- connect her travel experiences to her average life
- make documenting a collaborative process

How might we help her focus on and preserve the moment?

How Might We... Mariko - International Traveler

- encourage the reverse and have others communicate with the user
- help her find connections in her immediate surroundings
- make the travel experience less isolating

How might we let her family and friends travel with her or feel like they're with her?

How Might We... Karina - Student

- decrease the needs of travelers
- help her be more flexible in her needs
- involve strangers/locals in the hunt for necessities

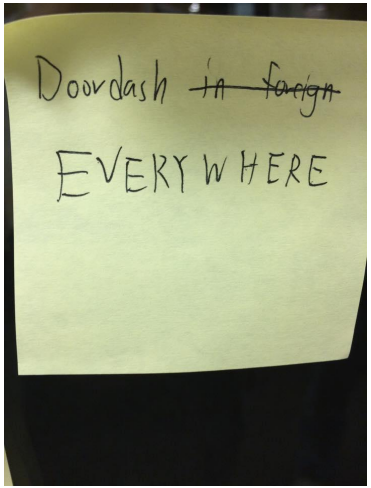
How might we help accommodate individual travelers' needs and provide her with the convenience of home when she's on-the-go?

Solutions

EventPOP

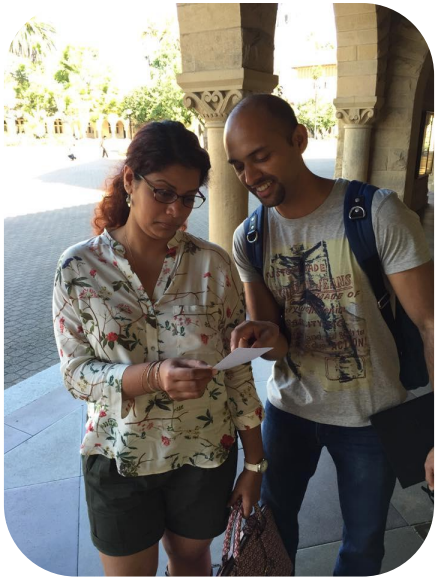
Cultural Translation

Tasker

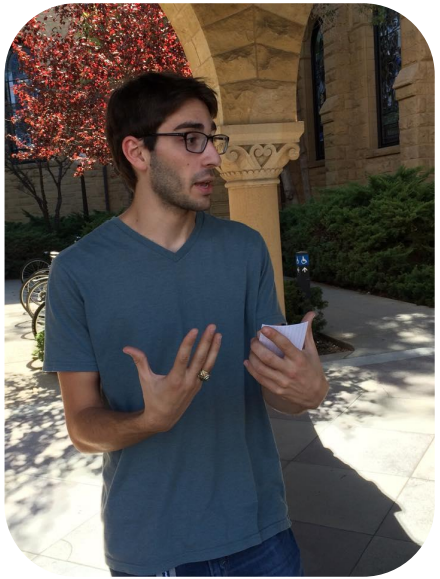


User Testers

Juan
Dominican
Republic

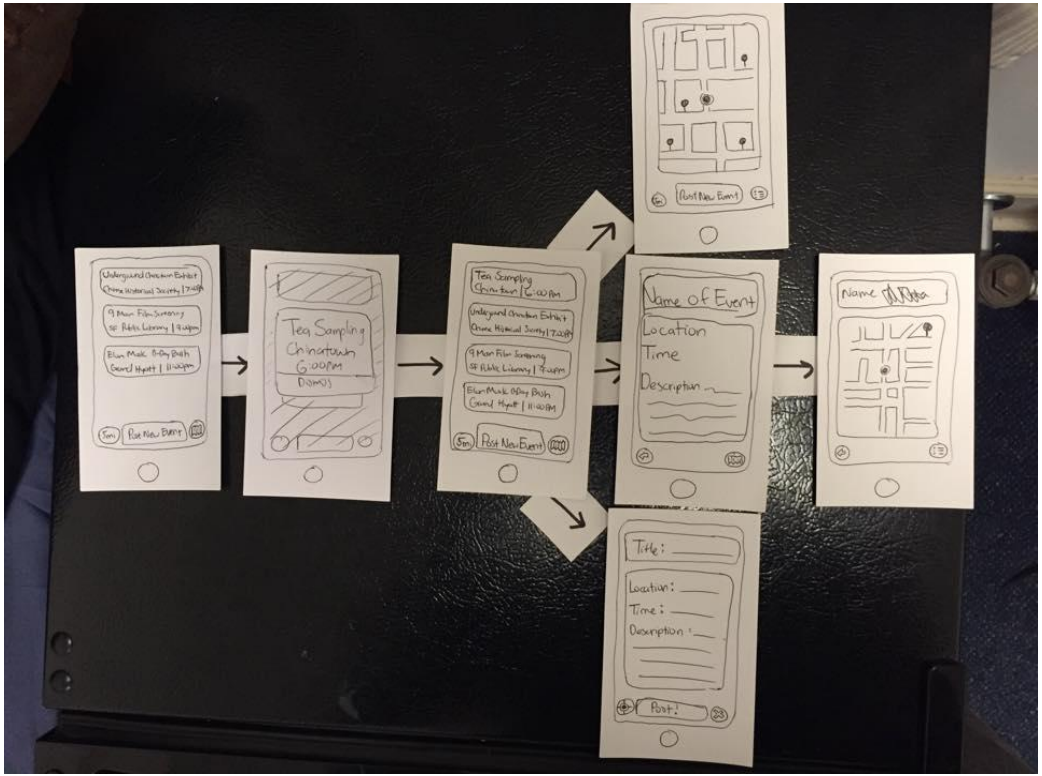


Monica + Nil
South Korea



Jordan
America

Experience Prototype #1 - EventPOP

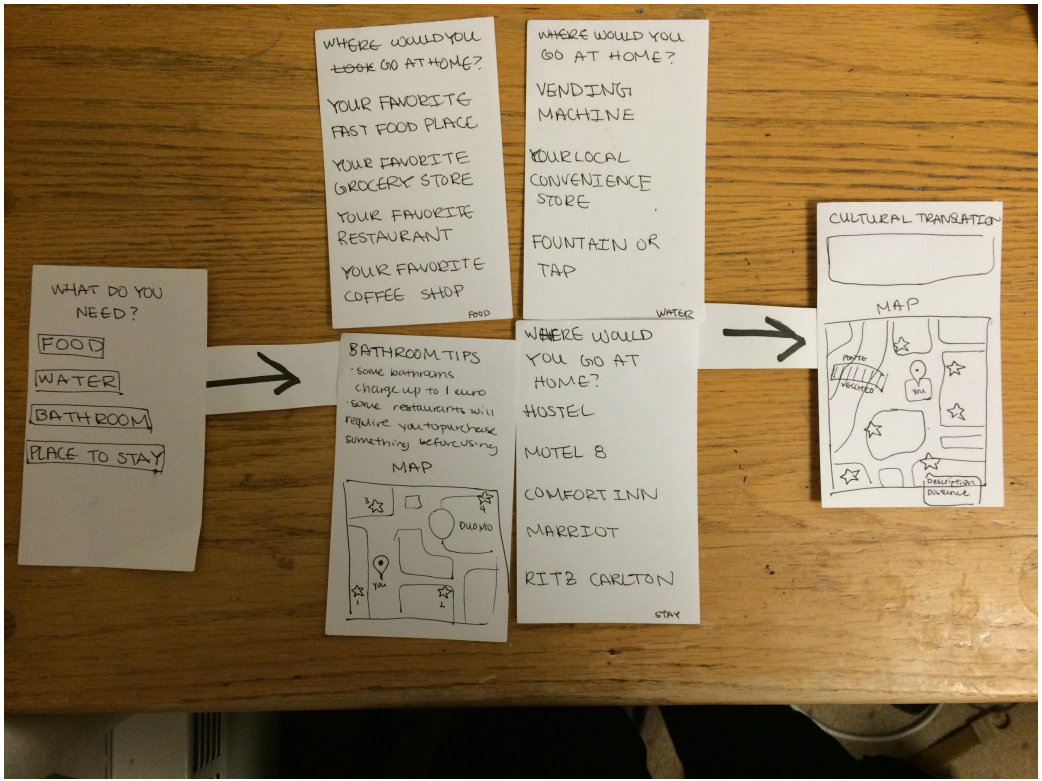


Results & Validity

- Simple, intuitive interface
- Pop up events could be disrupting
- Posting an event is not as intuitive as finding an event
- Users enjoy planning beforehand

Conclusion: Adds spontaneity, but a user with plans would only go to events if they had extra time

Experience Prototype #2 - Cultural Translation



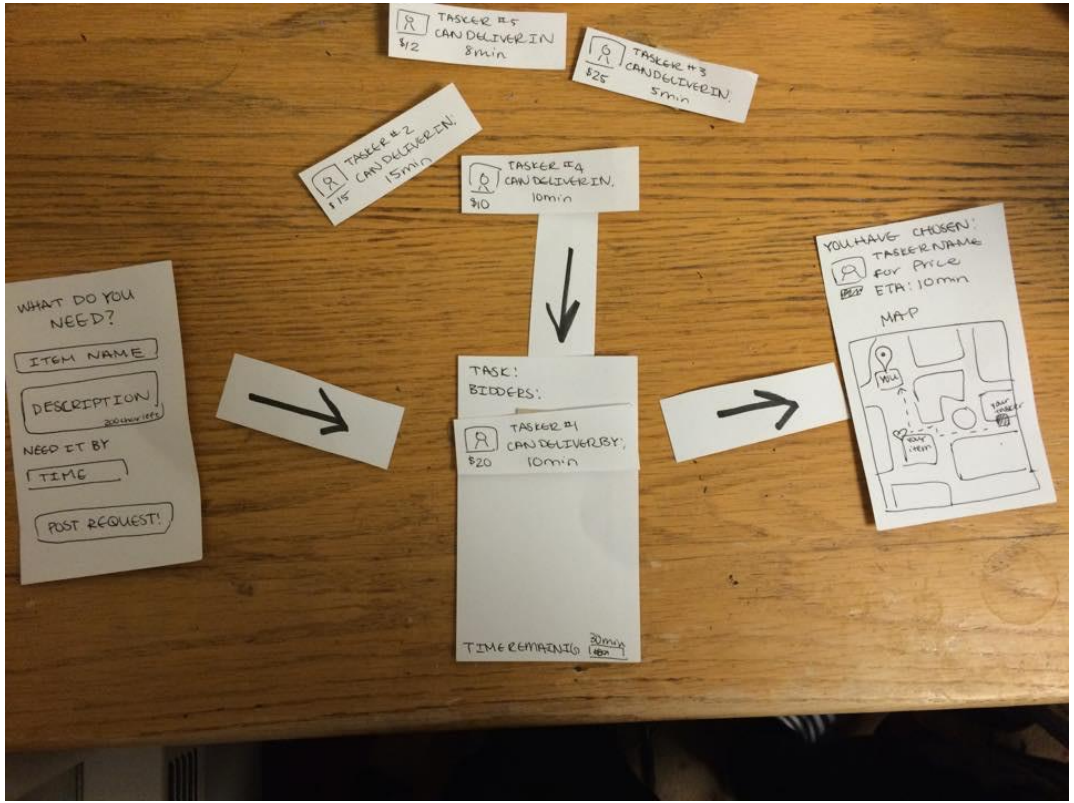
Results & Validity

- Linear flow helps identify user needs
- Assumes that user has American cultural background
- Could include more basic needs
- Relation to “what would you do at home” draws cultural parallel

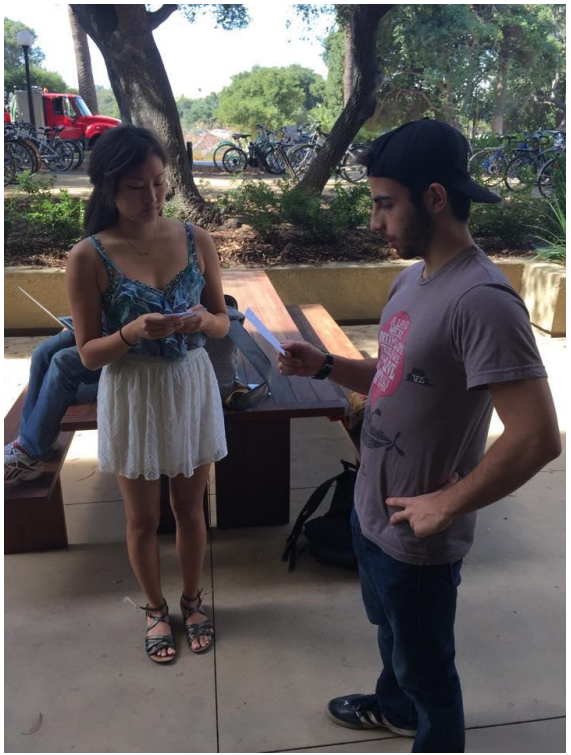
Conclusion: Simplicity helps hone in on cultural parallels to basic needs

But app needs to be aware of user’s culture

Experience Prototype #3 - Tasker



Results & Validity



- User can stay in familiar area
- Visibility between user and tasker is important
- Unclear if can request product or service
- Unclear how to pay for delivery

Conclusion: App felt more like an on-demand delivery service than a way to navigate a foreign place

Summary

Original POVs related to storing experiences, displaying necessities, and staying connected.

Best solutions came from storing experiences and displaying necessities

EventPOP and Cultural Translation were best able to communicate their purpose and Cultural Translation had a simpler interface.

Tasker came across as an on-demand service.

We would love your feedback on our prototypes.