

POVs and Experience Prototypes

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Problem Domain

- Traveler is simply someone who moves from one place to another.
 - Not necessarily exotic places
- No matter location, traveler has unexpected needs
- Hence, **we chose to focus on remedying the difficulties and worries that arise for anyone traveling to unfamiliar destinations.**

Initial POV

- Experiences from SFO Airport travelers
- One intriguing international traveler led to our initial POV

POV - Preparation

We met Maruk, a young male from Poland who is a frequent international traveler.

We were surprised to find that he often travels spontaneously and without preparation

It would be game-changing if we could help him prepare for traveling so it feels more natural.

Interviews & Results

- Most initial data came from people traveling in spaces we never visited
- This time, targeted people who in the Bay Area as well as foreign countries to expand our insights about a person's experiences here

Interview - Genki

Background: Genki, 24-year-old Japanese software developer on a long vacation

Summary:

- not an extensive traveler
- all prior trips were planned by company
- did not prepare housing in San Francisco
- found certain aspects of American culture to be surprising

Notable Takeaways:

- Wants to personally experience a place. “I feel like I needed to feel what’s going on there.”
- (Regarding food) “American is too big.” - He had to adjust to America’s large portion sizes and had difficulty finding food that wasn’t extremely unhealthy or extremely healthy.
- “Usually stay home in comfort zone.” - He feels uncomfortable and unprepared in new environments.

Interview - Karina, 20-year-old Mexican-Panamanian-American Stanford student originally from Los Angeles

Summary:

- travels extensively both abroad and domestically
- enjoys connecting with locals and recording experiences in journal
- struggles to find necessities abroad

Notable Takeaways:

- “My favorite is to reflect on new things learned [at the end of the day]. I save all paper documents received.” - enjoys immersing herself into the traveling experience by learning about a place and keeping physical records.
- “We stayed in a traditional hotel [in Japan]. We didn’t know how to use the toilets, showers, and sleeping areas.” - Coming from a western culture, she found it difficult to understand how to operate basic tools in the traditional Japanese hotel.

Interview - Lan De

Background: Lan De, Chinese tourist visiting Stanford

Summary:

- dislikes planning travel with tour groups
- second time visiting Stanford
- does not speak good English

Notable Takeaways:

- She likes Stanford because it’s a prestigious school, but she also finds emotional significance (friends and family who have attended) that makes Stanford more special.
- “The world is a very big place.” - She wants to see and understand all the different perspectives of the people of the world.

Overview

Different travelers still led to overlapping few key points:

- **There is a need to feel connected and to explore the rest of the world.**
- **Certain everyday cultural norms can be shocking to people of different cultures.**

- **Being able to remember experiences is very satisfying.**

Revised POVs

- Most POVs come from first needfinding round because we had more interviews
- Second round of interviews helped refine initial POVs
- Remained opened to new ideas and surprises and incorporated them

POV - Storing Experiences

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

We were amazed to find that some flight attendants keep online travel journals, but she personally doesn't like to do it because it takes too much time and effort.

It would be game changing to easily and efficiently store experiences for future reference.

How might we...

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

POV - Staying Connected

We met Mariko, an older Japanese-American woman who lives in South Carolina

We were amazed to find that she needs to search for public wifi and phone booths while traveling in order to communicate with loved ones.

It would be game changing to be able to stay connected while traveling.

How might we...

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

POV - Displaying Necessities

We met Karina, a student who makes frequent international and domestic travels each 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...

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

How Might We...

- Over 50 HMWs for 3 POVs
- Voted to select best HMW for each POV

HMW | Ami - Flight Attendant

- Notes other flight attendants keep travel journals
- Personally thinks journaling takes too much time and effort
- **How might we make her focus on and preserve the moment rather than worrying about other things?**

HMW | Mariko - International Traveler

- Looked for public wifi and phones when traveling alone
- Wanted to communicate with loved ones to stay connected
- **How might we let her family and friends travel with her or feel like they're by her side?**

HMW | Karina - Student

- enjoyed learning new things in unfamiliar places
- but found it difficult to find necessities in these places
- **How might we help accommodate individual travelers' needs and provide her with the convenience of home when she's on-the-go?**

Experience Prototypes

- 75 unique solutions for 3 HMWs narrowed down to top three solutions
- For every test, we asked users to narrate their thoughts in stream of conscious style

Prototype - EventPop

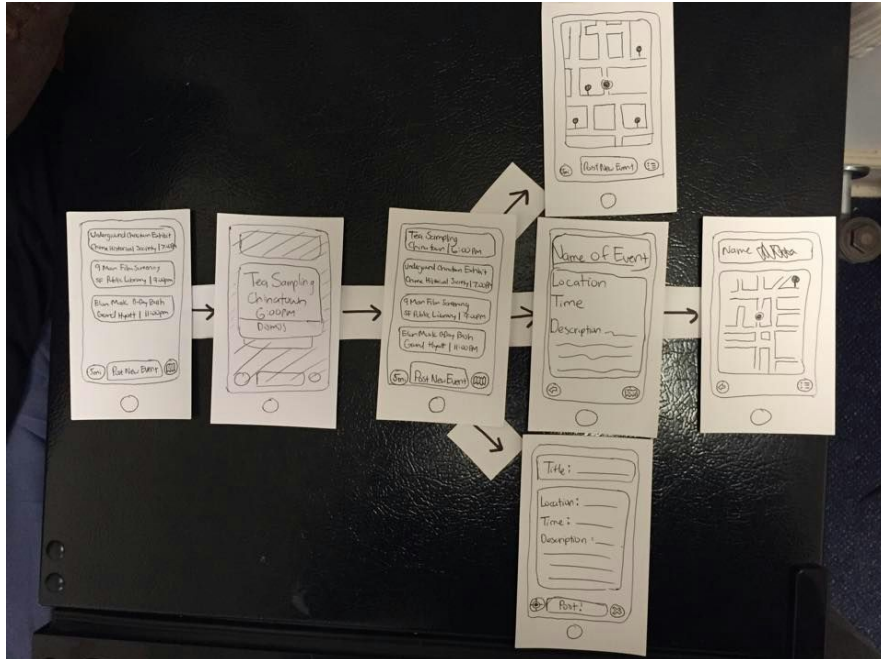
Assumptions:

- User is in an area and is looking for something spontaneous to do
- User is mobile, so new events will pop-up depending on the user's proximity

Prototyping & Testing:

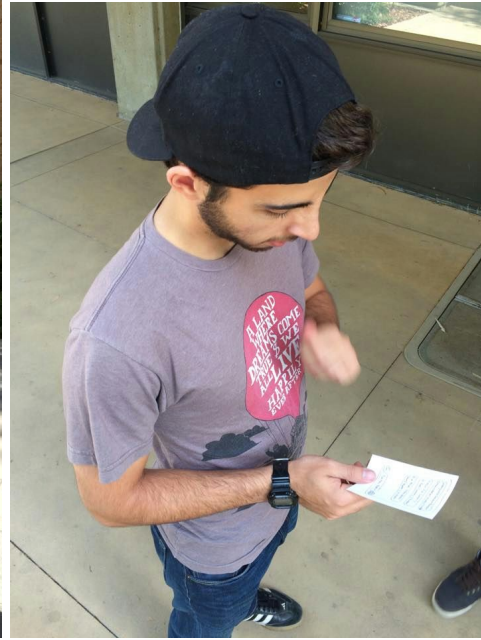
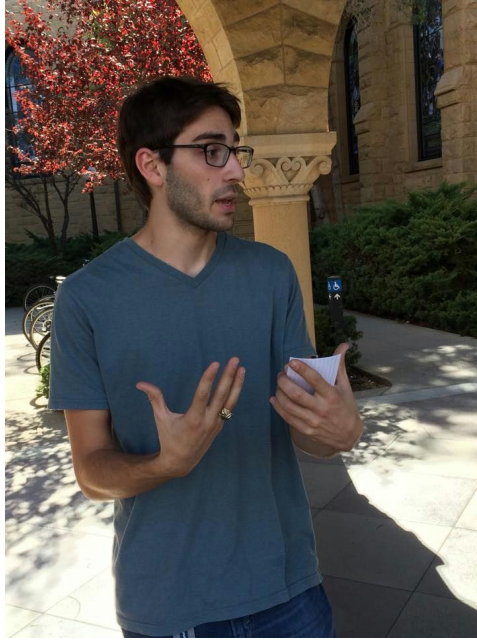
Creation

- Used index cards to represent mobile screens and drew on buttons and icons that lead to different screens when pressed
- Team members would hand and take away interfaces depending on the button the user pressed
- Users can return to previous screen



Testing

- Told the user to imagine he was in San Francisco's Chinatown and wants to find something to do in unfamiliar area
- Allowed user to explore intro screen and decide which action to pursue (e.g. map view, event details, post new event)
- Handed the user an interface for button pressed
- Waited, and then mimicked pop-notification with new event
- Handed him an updated screen with the new event listed
- Allowed the user to freely explore the app until he decided on attending a listed event



Results:

What Worked

- Interface is simple and intuitive
- Concept is easy to understand

What Didn't

- User is worried about safety of being invited to events from random strangers
- "Post new event" option is confusing at first - feels disconnected from other features
- User wanted to post and share an event he was already at
- User doesn't want a notification to suddenly pop up and disrupt what he was doing

Learning Points

- Safety of events is a concern for users.
- App is an addition rather than necessity for daily life, so should not be disruptive
- Users enjoy planning beforehand, such as adding events to calendars

Assumption Takeaways

- Users who want spontaneous activities would use this app

New Assumptions

- Users that plan out events beforehand would not find this app to be very useful, unless he/she happens to have a chunk of free time and would like to spend it doing something spontaneous

Prototype - Parallels

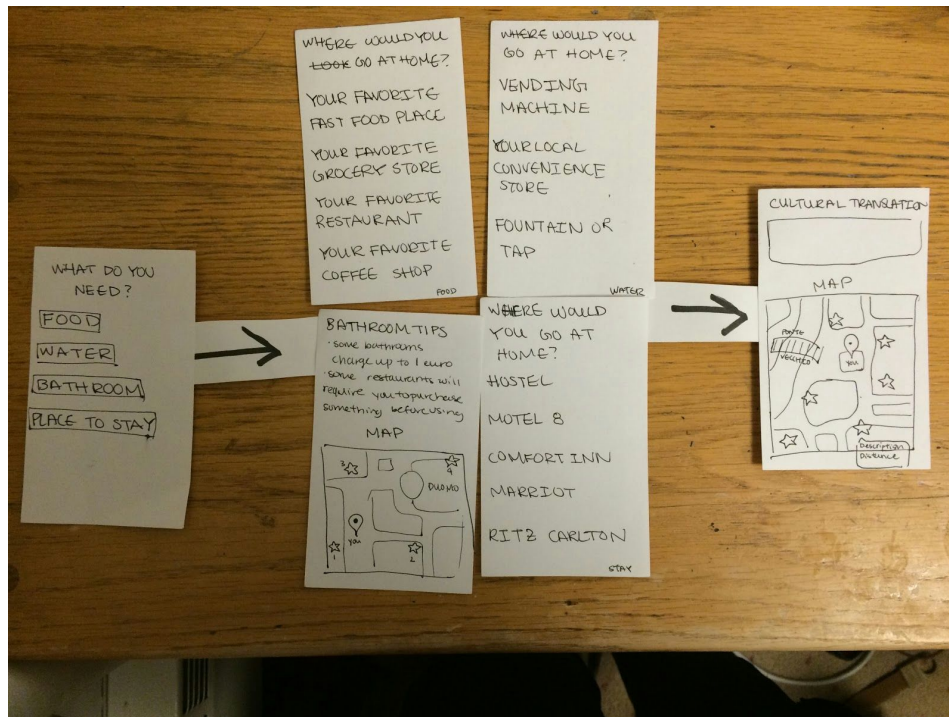
Assumptions:

- User is raised with an American cultural background
- User is lost in a foreign place and is looking for basic needs only
- Four options for needs listed cover all basic needs a user would want

Prototyping & Testing:

Creation

- Used index cards to represent mobile screens and drew on the buttons and icons
- We had multiple screens for certain stages of the user flow that would change based on the user's choices



Testing

- Told user to imagine scenario where they were in a foreign country looking for some necessity
- Gave the user the intro screen and let them make a choice
- Handed them another screen with more choices based on their original choice
- Hand them final map screen and verbally tell them the “cultural translation advice” that relates to their choice. E.g. “Conad in Italy is similar to Safeway at home”



Results:

What worked:

- Simple linear flow helped user identify basic needs
- Relating things back to what the user would do at home helped draw cultural parallels
- Four options listed covered most things

What didn't work:

- Missing a back button for navigation flexibility
- One user did not understand app was for basic needs only and wanted things like events
- One set of users did not understand American references
- Users wanted more options in the first screen

Learning points:

- Users want to navigate freely between screens
- Miscommunication occurs for different cultural backgrounds
- Not all basic needs covered (e.g. emergency situations)

Assumption takeaways:

- App succeeds in giving direction in unfamiliar places
- The American cultural assumption was not correct and led to misunderstanding
- The beginning interface should include at least one more "Health" option

New assumptions:

- Assume app knows user's cultural background

Prototype - Task bidding

Assumptions:

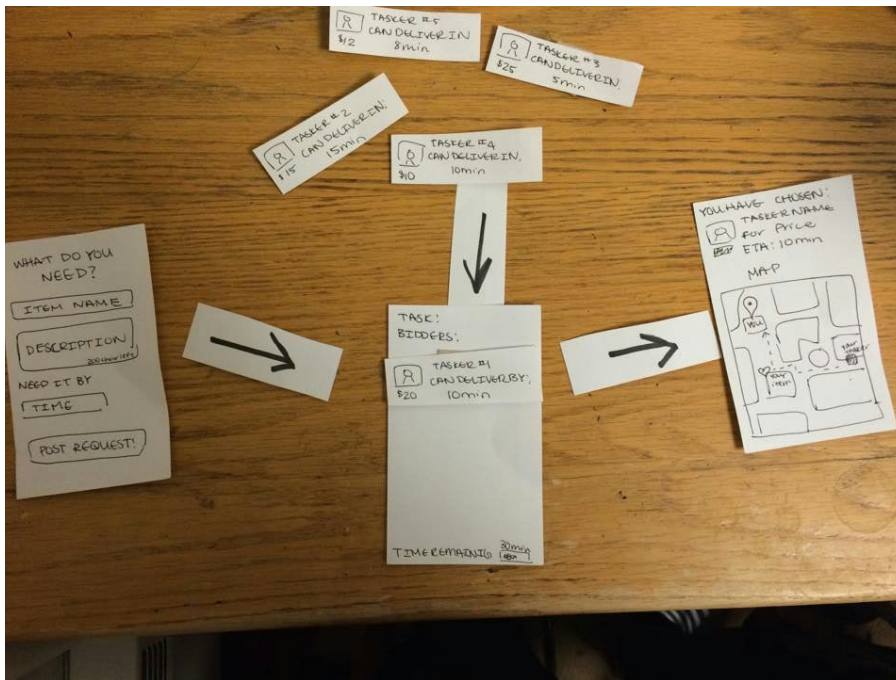
- User feels confused in the new place and trusts expertise of locals
- User has already entered credit card information

Prototyping & Testing:

Creation

- Used index cards to represent mobile screens and drew on the buttons and icons

- To imitate people bidding on the tasks and popping up on the screen in real time, we had index card sections with tape that could be stuck on the screen



Testing

- Had the user navigate through the 3 screens
- Had a team member manually add on the options for the different bidders, waiting a certain period of time between each new option



Results:

What worked:

- User liked having a map to track the tasker
- User likes that he doesn't have to venture out in an unknown area

What didn't work:

- For the initial interface, user was not sure what exactly he was posting
- Unclear if this is an app to request products or services
- Unclear how to pay for delivery of need
- Felt like an on-demand delivery app

Learning points:

- Visibility between user and tasker is important

Assumption takeaways:

- The assumption that users trusted the expertise of locals in foreign places was correct
- User did not know how to pay so our credit card assumption was not valid

New assumptions:

- Assume the user needs services and products

Best Prototype

Event pop-up and Cultural translation both achieved their goals of spontaneity and providing necessities respectively while Task bidding came across as an on-demand service.

Interface-wise, cultural translation was simpler to understand and was interpreted as more straight-forward.