

ADVENTURE STUDIO

THE TEAM



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WHAT'S NEXT?

INITIAL POV: WHAT'S UP NEXT?

WE MET: MICHELLE, (22), AN AVID BOOK READER WHO VENTURED OFF TO A MASSIVE WHOLESALE BOOK WAREHOUSE UP IN SAN FRANCISCO'S FORT MASON CENTER

WE WERE SURPRISED TO HEAR: SHE SPENT NEARLY 10 MINUTES RAVING ABOUT THE VIEW OF THE GOLDEN GATE BRIDGE SHE STUMBLED UPON ALONG HER PATH.

IT WOULD BE GC IF: PEOPLE COULD LEARN ABOUT ALL OF THE UNEXPECTED DIFFERENT ELEMENTS THAT LAY ON THE PATH OF THEIR CURRENT ADVENTURE

FOCUSED NEEDFINDING

Searching for “Extreme Users”

INTERVIEW RESULTS AND FINDINGS

ELVIE (AGE: 42)
FROM MANILLA



ETHAN (AGE: 26)
SPONTANEOUS ADVENTURER

“SO I JUMPED IN A CAR WITH PEOPLE I HAD JUST MET AND WE WENT TO YOSEMITE. I GOT SICK THAT WEEKEND, BUT IT WAS THE BEST TIME I’VE HAD SINCE MOVING TO SF BY FAR.” -
ETHAN

“I HONESTLY DON’T KNOW HOW IT CAME ABOUT OR WHETHER SOMETHING LIKE THAT WOULD EVER HAPPEN TO ME AGAIN.” - ETHAN



“I’M SO GRATEFUL THAT I HAD FAMILY WHO WERE WILLING TO SHOW ME THE NIGHTLIFE OF A TOWN I ONLY USED TO KNOW AS A CHILD.” - ELVIE

INTERVIEW RESULTS AND FINDINGS

MISSY FRANKLIN (AGE: 21)
OLYMPIC SWIMMER / CHAMPION IN LIFE.



CLAIRE (AGE: 32) FROM SOUTH SF
IMPULSIVE TRAVELER

“I LOVED MY TIME IN RIO, BUT IT SEEMED LIKE EVERY TIME I WANTED TO KEEP THE GOOD TIMES ROLLING, I HAD TO HEAD BACK TO THE OLYMPIC VILLAGE TO FIND THE NEXT FUN THING TO DO, OR ASK A RANDOM LOCAL WHAT TO DO NEXT.” - MISSY



“I OFTEN FOUND MYSELF SPENDING MORE TIME FINDING THE NEXT THING TO DO THAN I DID EXPERIENCING WHAT SOUTH AFRICA HAD TO OFFER.” - CLAIRE

POV 1

WE MET: ETHAN (26), A RECENT WASH U. ST LOUIS GRAD AND NEW SF TRANSPORT WHO RECENTLY ATTENDED A CONCERT AND SPONTANEOUSLY JOINED A GROUP TRIP TO YOSEMITE

WE WERE SURPRISED TO HEAR: HOW LITTLE FAITH HE HAD THAT HE COULD EVER RECREATE THAT EXPERIENCE AGAIN.

IT WOULD BE GAME-CHANGING IF: ETHAN COULD PLAN OUT A SEQUENCE OF SHARED ADVENTURES WITH OTHERS.

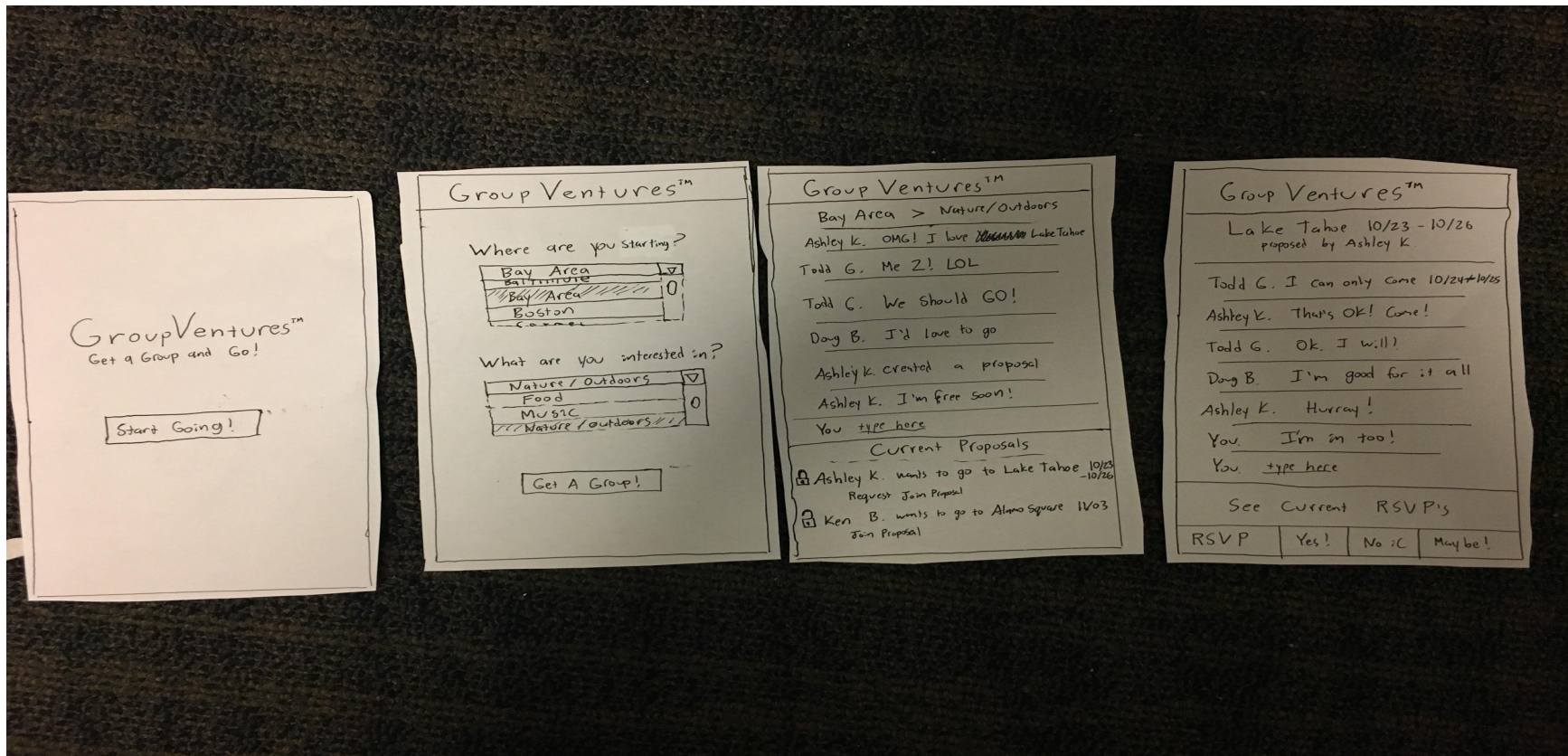
HOW MIGHT WE...

- HELP PEOPLE SHARE ADVENTURE OPPORTUNITIES WITH THEIR FRIENDS?
- CREATE A SYSTEM FOR ENGAGING IN SPONTANEOUS ADVENTURES WITH OTHERS?
- SUGGEST ADVENTURES THAT COMPLEMENT A CURRENT ADVENTURE?
- CONNECT NON-SPONTANEOUS PEOPLE WITH SPONTANEOUS PEOPLE?
- ALLOW PEOPLE TO PLAN ADVENTURES FOR OTHERS?
- CONNECT PEOPLE WHO WANT TO GO ON AN ADVENTURE WITH A GROUP DOING THAT EVENT?
- MAKE ADVENTURES THAT ARE PLANNED SEEM SPONTANEOUS?
- MAKE SURE SPONTANEOUS TRIPS ARE SAFE?

HOW MIGHT WE...

Connect people who want to
go on an adventure with a
group of like-minded
individuals?

PROTOTYPE 1: CONNECT GROUPS OF PEOPLE ON ADVENTURE



TEST RESULTS

- Liked the idea of meeting people with similar interests
- Liked being able to control logistics (date, etc)
- Didn't feel immediately safe
- We were surprised to hear how much safety played a role
- People want to connect with others they share interests with, but in a safe way



ASSUMPTION VALID (MOSTLY)

POV 2

WE MET: MISSY FRANKLIN (26), A BAY AREA NATIVE AND OLYMPIC SWIMMER WHO RECENTLY SPENT AN EXTENDED PERIOD OF TIME IN RIO

WE WERE SURPRISED TO HEAR: HOW SOMEONE AS WELL-KNOWN AS MISSY WAS MAKING SPLIT-SECOND DECISIONS OFF OF WORD OF MOUTH SUGGESTIONS

IT WOULD BE GAME-CHANGING IF: MISSY HAD ACCESS TO A CURATED LIST OF HIGH-QUALITY “NEXT ADVENTURES” CLOSE TO HER CURRENT ADVENTURE

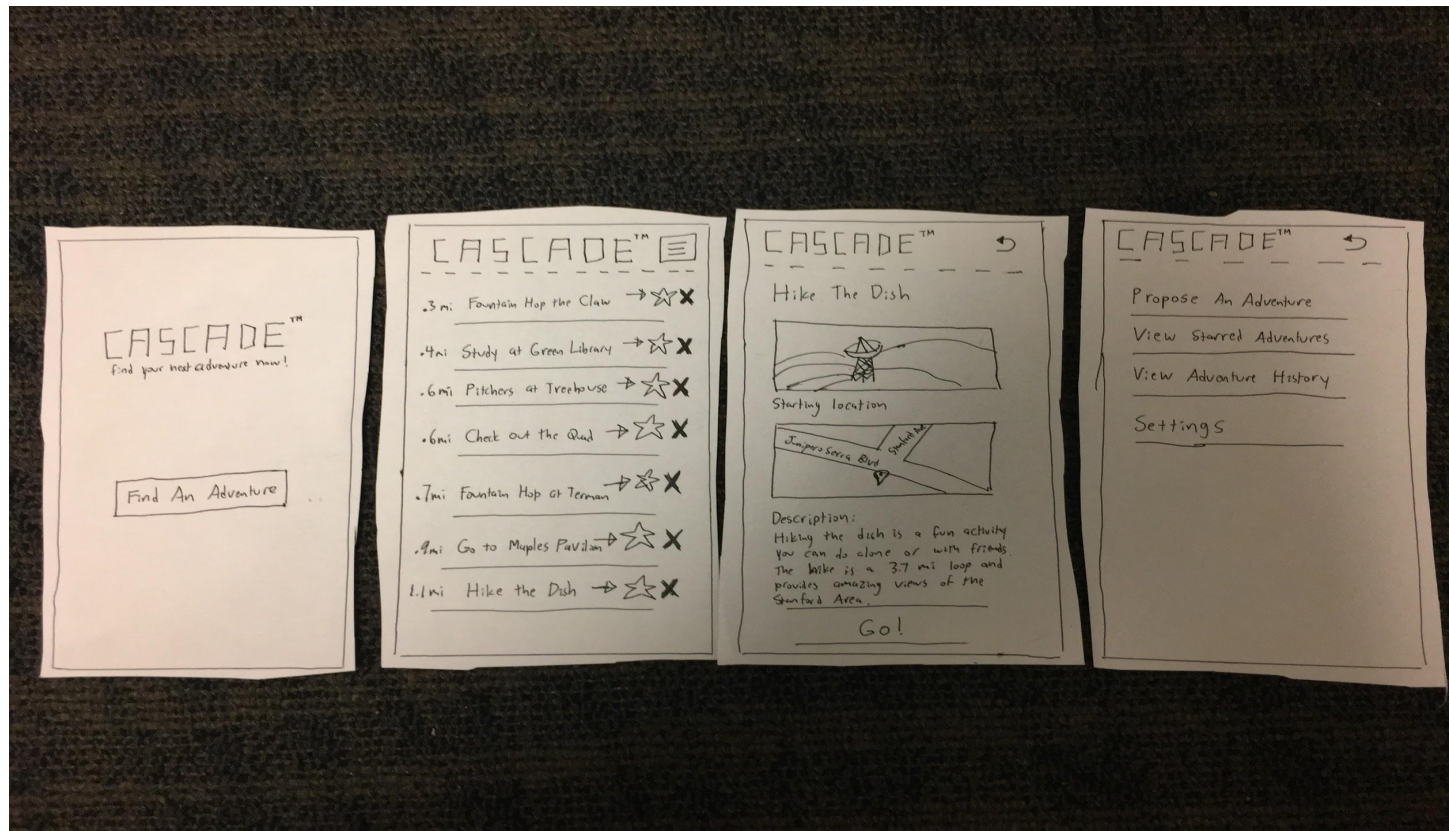
HOW MIGHT WE...

- VERIFY WORD OF MOUTH SUGGESTIONS ARE HIGH QUALITY?
- ENSURE ADVENTURE OPTIONS ARE PROVIDED?
- ALLOW PEOPLE TO CONSISTENTLY HAVE POSSIBLE NEXT ADVENTURES?
- ADJUST TO THE CHANGING LANDSCAPE OF A GROUP'S INTERESTS?
- TAKE PEOPLE'S CURRENT INTERESTS AND CREATE AN ADVENTURE PLANNED BASED ON THAT?
- HOW MIGHT WE PROVIDE A NEXT ADVENTURE BASED ON A CURRENT ADVENTURE?
- ALLOW PEOPLE TO SHARE WORD-OF-MOUTH SUGGESTIONS TO PEOPLE IN REAL-TIME?

HOW MIGHT WE...

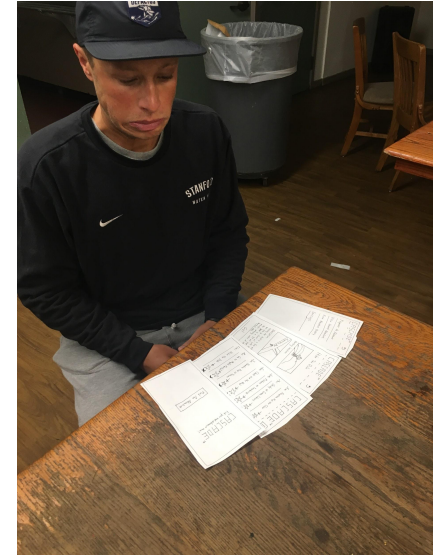
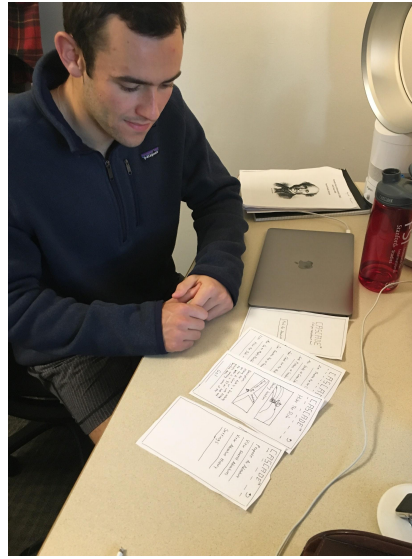
Enable people to easily
and consistently find a
next adventure?

PROTOTYPE 2: LOCATION-BASED WHAT'S NEXT RECOMMENDATIONS



TEST RESULTS

- Users liked the idea of being able to find a close, “next-adventure”
- Users liked the brief descriptions of the adventure
- Surprise: too much detail might cause decision paralysis
- Simply ranking next adventures by distance was too simple
- Certain types of adventures have optimal follow-up adventure genres



ASSUMPTION VALID!

POV 3:

WE MET: CLAIRE (26), A SELF-PROCLAIMED “SPONTANEOUS ADVENTURER” WHO HAD RECENTLY TRAVELED TO SOUTH AFRICA ON A WHIM

WE WERE SURPRISED TO HEAR: HOW MUCH TIME SHE WASTED TRYING TO FIND THE “NEXT THING TO DO”

IT WOULD BE GAME-CHANGING IF: CLAIRE COULD CHOOSE AN ADVENTURE AS QUICKLY AS POSSIBLE, REGARDLESS OF LOCAL KNOWLEDGE

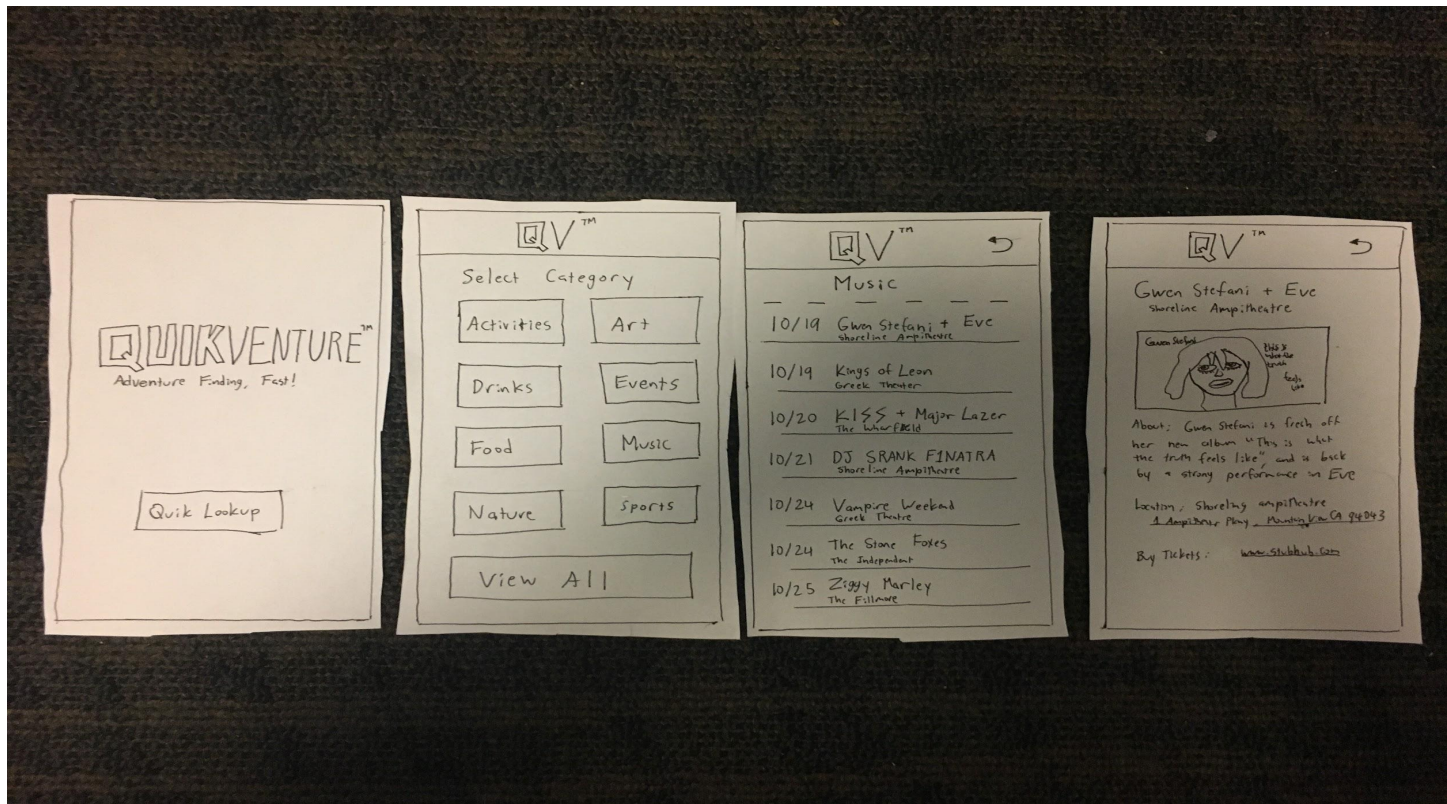
HOW MIGHT WE...

- SPEED UP THE PROCESS OF FINDING AN ADVENTURE?
- MAKE PEOPLE MORE DECISIVE ON WHAT THEY WANT TO DO FOR AN ADVENTURE?
- CONNECT SINGLE INDIVIDUALS WITH OTHER SINGLES LOOKING FOR ADVENTURE?
- MAKE WORLD TRAVEL MORE ACCESSIBLE TO EVERYDAY PEOPLE?
- EXPOSE PEOPLE TO ADVENTURES IN THE WORLD ON A MORE LOCAL SCALE?
- USE A PERSON'S CURRENT MOOD TO PROMPT A LARGER ADVENTURE?

HOW MIGHT WE...

Speed up the process of
finding a high-quality,
local adventure?

PROTOTYPE 3: QUICKLY FIND LOCAL ADVENTURES



TEST RESULTS

- Alan enjoyed speed and lack of setup
- No use in suggesting things in the future
- Lack of immediate proximity
- Surprised he immediately ruled out things not today and close by
- Proximity tied to desirability of spontaneous adventure



ASSUMPTION NOT QUITE VALID

THANK YOU