

Adventure Cascades:
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As part of the Adventure Studio, our specific problem domain was the idea of adventure optimization; specifically, how macro-adventures can be sustained over the course of an extended period of time by creating a cascading sequence of intermediate adventures along the way.

Often times, a series of adventures can be much more rewarding than a single adventure, regardless of how big of an adventure it may be. Our hope is that these sub-adventures can sustain a hunger for the “next” adventure.

Our initial point of view was inspired both by our interview with Michelle, a 22 year-old recent college graduate who had recently moved to San Francisco. She described herself as an avid reader who liked to experience the solitary act of reading in the company of other people. When asked to describe a recent adventure, she described a weekend where she ventured off to a massive wholesale book warehouse up in San Francisco’s Fort Mason Center.

We were surprised to hear that despite the excitement she expressed initially for the book sale, she spent nearly 10 minutes raving about the view of the Golden Gate Bridge that lay unexpectedly on her route.

From this, we posited that it would be game-changing if there was something that could highlight all of the possible “microadventures” (views, hikes, restaurants) that lay along the path of an original adventure destination. This insight helped us narrow down our problem domain to that described above, where we were interested in finding out exactly how these sequences of adventures occurred, and how we could utilize their values.

With our newly focused point of view, we decided to interview even more extreme users than before. Specifically, we wanted to find travelers and adventurers who likely spent extended periods of time finding adventures, which would force them to have to experience a sequence of different activities and adventures.

We decided to interview people in two different locations. Max’s dad is a primary care physician who runs a medical practice called Traveler Medical Group in San Francisco. The practice caters primarily to travellers from around the world who are

visiting San Francisco and locals preparing for their next adventure beyond the Bay Area. We also went to the Fairmont Hotel in order to host an interview with Missy Franklin, a well-known Olympic swimmer from the Bay Area. We intentionally chose to interview people at these two locations in order to target a demographic of adventurer that is currently travelling or is preparing for their next set of travels--a good proxy for how adventurous someone is.

Our first interview was with Ethan, a 26 year old recent grad from Wash U. in St. Louis who had recently moved to San Francisco.

That last Thursday he went to a concert with a new-found buddy who then said "I have an extra seat in the car leaving in 7 hours, do you want to go to Yosemite with us?" He really valued the spontaneity of the experience, as well as how it came out of an adventure he had no idea would lead to another. However, because he had just recently moved to San Francisco, he considered the experience to be very fortunate and did not have high hopes that this would happen again. He'd gotten sick in Yosemite but still had an amazing time.



One thing that struck us as surprising was how negative his body language became when asking when his next adventure would occur, simply because of how little confidence he had that something as rewarding as that trip would happen again.

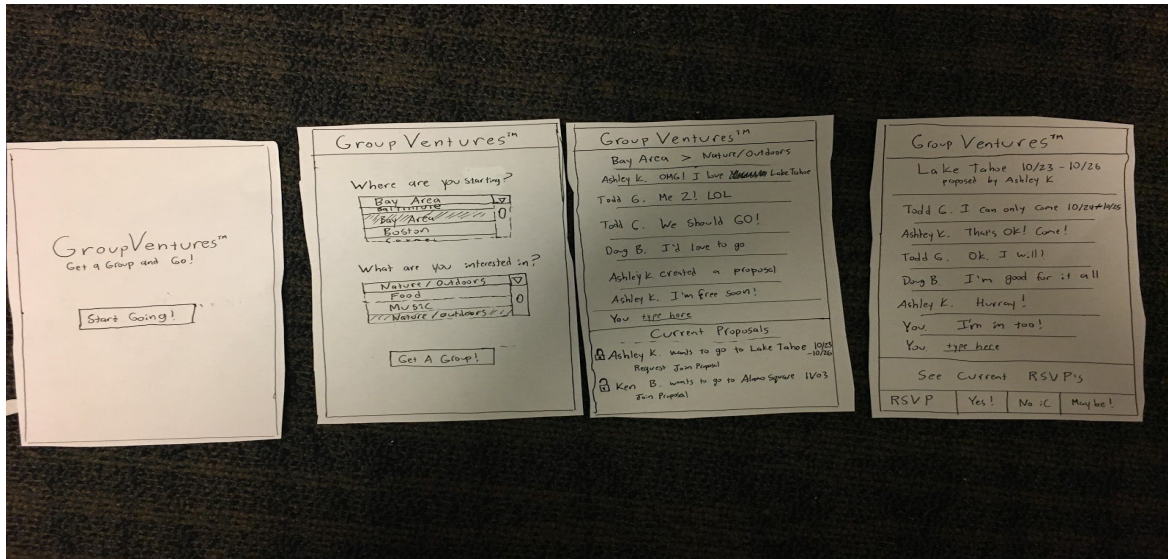
From this, we decided that it would be game-changing if Ethan could plan out a sequence of shared adventures with someone else ahead of time, in an attempt to match the excitement of such a diverse sequence of events.

To address this possibly game-changing idea, we came up with some 's:

- 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?

To address the HMW of connecting people who want to go on an adventure, we prototyped an experience called GroupVentures:



The experience consisted of simply choosing a starting location, selecting a group of interests, and then planning out a trip with a group of people who also shared your interest. The experience was based on the assumption that many people share interests like concerts and camping, but it is hard for these people to link up by chance. We tested the prototype by walking a woman name Lorainne through the stages of setting a starting location, selecting group interest, and then simulating the chat/planning aspect by pretending to be other people who selected the same interest. While Lorainne liked the idea of meeting like-minded people around her, she also found it hard to trust the idea of going on an extended trip with people she had never known. She wished she had access to basic info like the other people's Facebook profiles (and possibly criminal records?!). From this, we gained the insight that while group adventures were a desired experience, there is a lot of trust that must be gained before spontaneously embarking on an adventure with people you might not know. This may result from the fact Lorainne was a 60 year old (albeit adventurerous) woman while Ethan was an active 26 year old male who might feel safer in a situation like that.



Our next interview took place at the Fairmont hotel, where Max interviewed Missy Franklin, who was attending a conference for Bay Area Olympic athletes.

When asking Missy about the best night she had out on the town in Rio, she was very positive overall, but could not identify one particular night. Unpacking this, we learned that even when she went out to a local restaurant or club, she either had to ask random locals about what to do next or simply head back to the Olympic Village to get further recommendations.



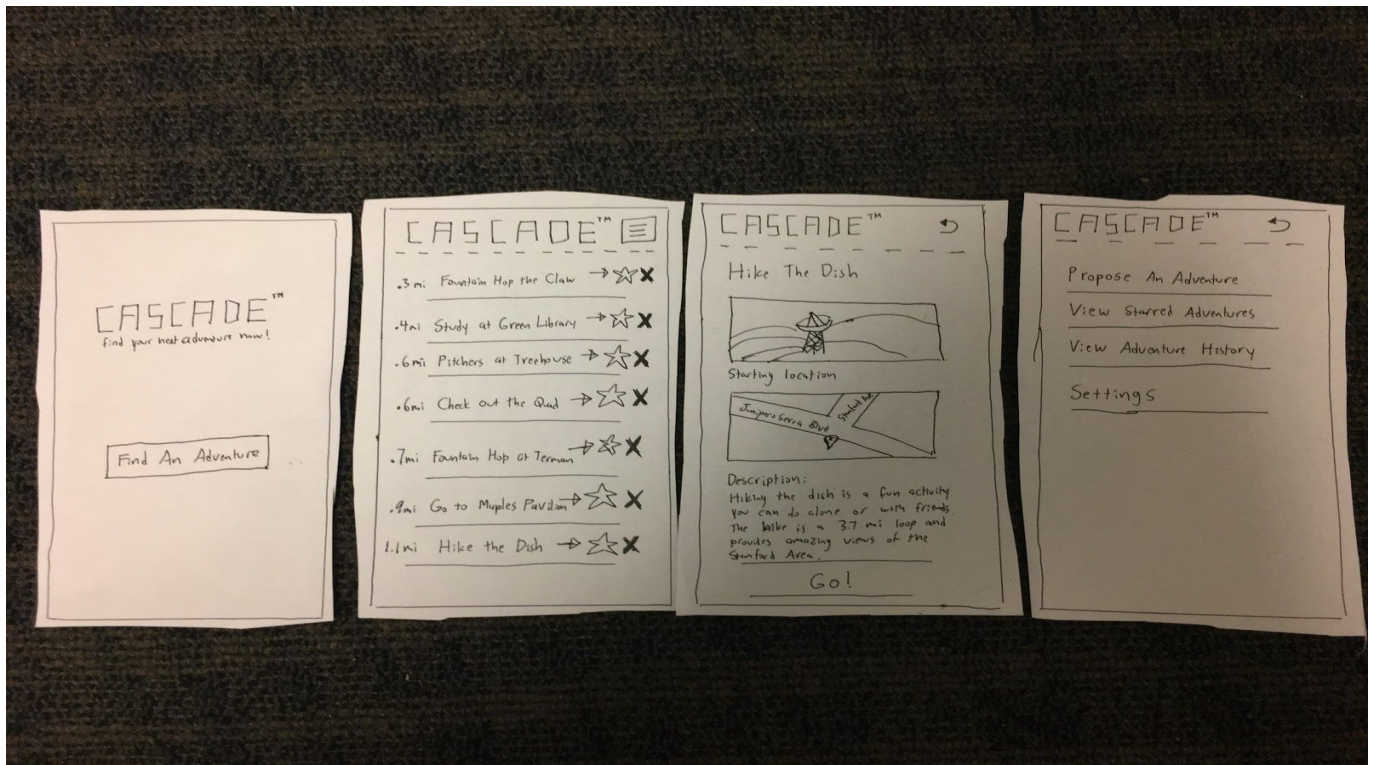
We were surprised that someone as well-known as Missy Franklin was making seemingly split-second decisions off of word of mouth suggestions.

From this, we decided it would be game-changing if Missy was provided a real-time curated list of high-quality “next adventures” or things to do that close by as

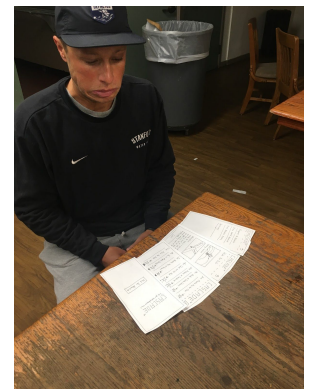
her current adventure was winding down. Addressing this, we came up with a few more 's:

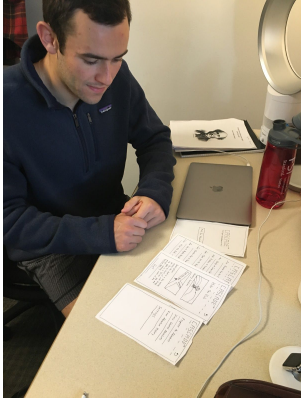
- verify word of mouth suggestions are high quality?
- ensure adventure options are provided?
- allow people to consistently have possible next adventures?
- adjust to the changing landscape of a group's interests?
- take people's current interests and create an adventure planned based on that?
- how might we provide a next adventure based on a current adventure?
- allow people to share word-of-mouth suggestions to people in real-time?

To address the HMW of people consistently having a next adventure, we created the Cascade experience:



The experience was simple, but to the point. To simulate the experience, we had a couple Stanford students act as though they were looking for a quick adventure nearby, such as fountain-hopping. Each adventure displayed a brief description, as well as its proximity to the user. Once the user was done with an experience and likely was in a different location than they had started, the user could then





choose to find another adventure close by. Both students interviewed really like the idea of finding something to do easily and nearby. In addition, they loved the idea of ending up in a different place and immediately having more options. However, they seemed disappointed that location was the only factor in ranking adventures. The insight gained from this is that the next adventure should be ranked based on both proximity and relevance to the current adventure (eg. dinner and then a movie).

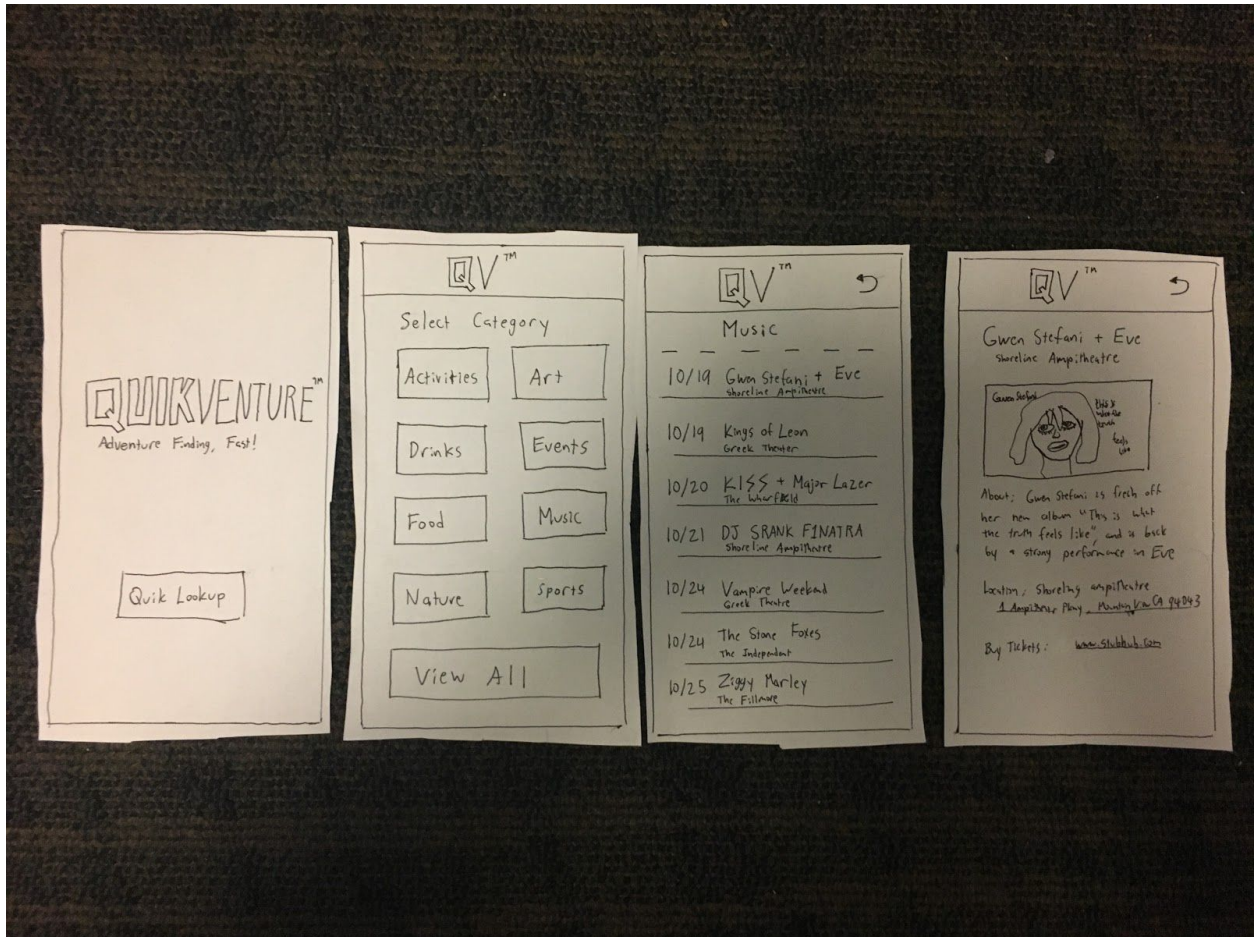
We then interviewed Claire (32), a self-proclaimed spontaneous adventurer who had recently traveled to South Africa on a whim. We were surprised to hear that she spent so much time finding the “next thing to do,” especially given that she knew the number of awesome adventures possible. It would be game-changing if Claire could choose an adventure as quickly as possible, regardless of local knowledge



How might we...

- complement big adventures with smaller subadventures?
- provide a timeline of adventure?
- make big adventures seem more manageable and less intimidating?
- speed up the process of finding an adventure?
- make people more decisive on what they want to do for an adventure?
- allow people to worry less about what they are doing and live more in the moment on big adventures?
- 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?

To address the HMW of finding an adventure quickly, we created the QuikVenture experience:



This experience was also fairly simple, and we designed it so that our user Alan, a consultant and part-time musician would have to go through minimal setup to quickly find an adventure that fell within his interests nearby. To simulate this, we created a flow where the tester would select an interest, and then immediately after be presented with a list of options to quickly choose from. Alan was positive about the speed at which he could find something to do, but he wished that the events were more local than he was presented with. He said that if the events were more local, he would actually use this, but if not, he didn't see why a service like

Gametime couldn't serve this same use. We agreed with this insight and learned that proximity is tightly tied to the spontaneity of an adventure.

In the end, we decided that the Cascade experience was the most successful in encouraging a sequence of events and was also the most unique. We are excited by the opportunity of fine-tuning it even further so that a sequence of events can be optimized more than just by proximity or location. In addition, we found the most positive reactions from the testers of the Cascade experience, suggesting a real need for this experience.