





# TACKLING TRAVEL

[MICRO] ADVENTURE





# OUR TEAM



Alex



Alexandre



Basel



Kim

# OUR PROBLEM DOMAIN



Decreasing the **negative** and **burdensome** aspects of traveling



# INITIAL POV



**WE MET** a man who traveled often for business

**WE WERE AMAZED** to learn there was a hyperbolic ‘curve of excitement’ for traveling over time, and that he found traveling burdensome rather than exciting

**IT WOULD BE GAME CHANGING** to increase the length of ‘upward excitement’ or to prevent the ‘downhill disillusionment’ of traveling



# OUR PARTICIPANTS



Angelica



Matthew

# MATTHEW

THE TRAVEL ENTREPRENEUR



**WHO** Actor and entrepreneur

**WHY** Gives us a unique perspective, does needfinding on travel himself

**HOW** Goes to the same gym as a mutual friend

**WHERE** Originally from Venice, LA but now living in NYC

# MATTHEW

THE TRAVEL ENTREPRENEUR



**WE DISCOVERED** that he likes the ‘unknowns’ of travelling, but dislikes the concept of *planning* to travel (finding a place to stay, transport, etc.)

**HE WISHES** for tons of luck. “Sometimes you're traveling and everything just falls into place so perfectly and sometimes every single thing goes wrong.”

*“I don't especially like anything that limits spontaneity.”*

# ANGELICA THE NON-TRAVELLER



**WHO** Freelance artist

**WHY** Another unique perspective – someone who is unlikely to benefit from our solution

**HOW** Stranger we met on the street

**WHERE** Amsterdam

# ANGELICA THE NON-TRAVELLER



**WE DISCOVERED** that she dislikes traveling because she always feels like a foreigner wherever she goes

**SHE WANTS** to discover her *own* world that she's living in. It's too much of a hassle for her to discover it elsewhere

*"It's like you're always a foreigner,  
I don't need more of this feeling in my life."*



# BRAINSTORMING

WE  
MET

A NON-TRAVELER  
ANGELICA

TRAVEL  
ENTREPRENEUR,  
MATTHEW

WE WERE  
AMAZED TO  
REALIZE

LARGE  
POPULATION  
OF ALTERNATE  
TRAVELERS

HOW PERSONAL  
IT BECOMES

GAME  
CHANGER

Be able to  
sleep/park RV  
anywhere easily

MAKE TRAVEL  
MORE  
PERSONALIZED

# WHY PROTOTYPE

Feasible, quick to mock up and compile for individuals

Took advantage of locations (i.e. Amsterdam trip)

# POV |

WE MET a casual traveler



WE WERE AMAZED to learn that she preferred going to places that were off the beaten path

IT WOULD BE GAME CHANGING to compile a list of places near you that are small, exclusive, & unique to a location

# POV II

WE MET an extreme traveler

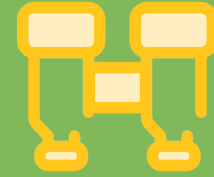


WE WERE AMAZED to learn that she spends a lot of time planning her next steps

IT WOULD BE GAME CHANGING if you could easily be told exactly what to do and where to go and know you will have a good time

POV III

WE MET a person interested in history and culture



WE WERE AMAZED to learn that she just manually googled information about the places she visited

IT WOULD BE GAME CHANGING to easily give people an *intimate* understanding of the culture and history of the place they are visiting



# HOW MIGHT WE X

Tell people what's interesting around them anywhere they go? I

Cater cultural information to people's specific interests? III

Compile all interesting, relevant information into an easy to use package? III



EXPERIENCE PROTOTYPES



# PROTOTYPE |

**GOAL** Decrease boredom and wasted time during moments of travel (ie. in a car, train) by providing interesting fun facts and relevant information along the way to the destination

**ASSUMPTIONS** People do actually get bored in these moments, and they're usually considered wasted time

- Introduction
- Sources
- Help

• SPECIES:

- Alphabetical Order
- Taxonomic Order

• ESSAYS:

- Alphabetical Order

• GALLERY:

- Photos & Artwork

• BIRDING:

- Maps & Walks

• SUBMIT:

- Observations
- Photos & Artwork

BIRD FLU:

Recent publications and information from the IDSA

WEST NILE VIRUS:

Information on California Reporting a dead bird in Santa Clara County



detail from 1922 aerial photograph  
Stanford University Archives

The richness of the bird fauna here owes much to the generous land endowment the Stanfords provided for the university. Surrounding the academic core campus are virtually undeveloped foothills, a vernal lake (Lagunita), the Arboretum, and the riparian habitat of San Francisquito Creek and the Golf Course. Though many of the species present on Jasper Ridge and other more "natural" environments are missing from the academic core of the campus, the diversity of habitats, the history of experimental plantings, and Stanford's active efforts to preserve relatively undisturbed spaces have created opportunity for others. Hence the attractiveness of Stanford to experienced South Bay birders as well as to campus residents.

Of course change is part of life in this habitat, as it is in others. Development has modified the environment in ways that have made it less suitable for some species, more for others. Landscaping the Oval and its surroundings have cut into the numbers of California Quail; disease and selective cutting have made the Eucalyptus Grove less habitable for the Great Horned Owls that used to nest there. In other ways, too, the campus fauna has changed over time. Displacement of the range of species, probably associated with climate change, has increased the abundance of birds that once were known only south of the Bay Area: the campus list for 1931, for example, does not list the Northern Mockingbird - now perhaps the most persistent avian voice in the faculty housing area.



California Quail



Great Horned Owl



Did you know...  
Murrelets is named after Edith Murrelew?

Did you know...  
Murrelew has 290 residents?

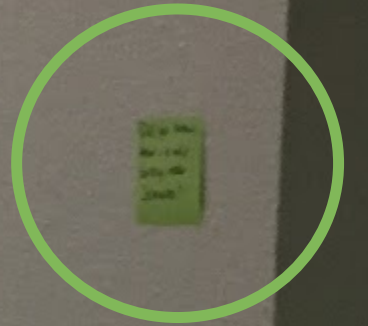
Did you know...  
there's a wild turkey near?

Did you know...  
Stanford has 1 species

Did you know...  
Your stove Self-Cleaning?

PROTOTYPE I

PROTOTYPE I



Did you know...  
Stanford has  
over 400 species  
of trees?

PROTOTYPE |

# PROTOTYPE I

**WHAT WORKED** Short fun facts kept act of moving through a space interesting and motivated users to keep moving

**WHAT DIDN'T WORK** Users felt obligated to explore ALL sticky notes, users followed the sticky notes instead of 'traveling' to a set destination

**WE LEARNT** People like brief facts if on the move. People tend to explore open spaces and don't explore narrow paths. People follow what they see

**VALIDITY** Assumption is false in this case; people can multitask when traveling



# PROTOTYPE II

**GOAL** Personally cater and tell a user of activities to do around them, tailored to their interests, but with a touch of spontaneity

**ASSUMPTIONS** Travelers enjoy spontaneity, and are open to random suggestions and are willing to go through with these suggestions

WAKE UP!  
IT'S A BEAUTIFUL  
DAY. MAKE SURE YOU  
WEAR A COAT THOUGH!  
16°C

WALK OVER TO DE  
BARKERSWINKEL FOR  
BREAKFAST. MAKE SURE  
YOU TRY THEIR FAMOUS  
SCOVES!

TAKE A WALK  
THROUGH THE FAMOUS  
JORDAAN DISTRICT

STOP BY THE  
NOORDERMARKET ON  
THE WAY!

HEAD OVER TO THE  
MOCO MUSEUM IN  
MUSEUMPLEIN

CATCH THE SPECIAL  
EXHIBIT ON  
BANKSY & WARHOL

HAVE LUNCH AT  
ONE OF THE NERBY  
BROWN CAFES

TAKE A TOUR OF THE  
CITY'S BEAUTIFUL CANALS  
ON THE "CANAL BOAT"

RENT A BICYCLE  
FROM AMSTERDAM  


BIKE ALONG THE  
SCENIC IJ RIVER.

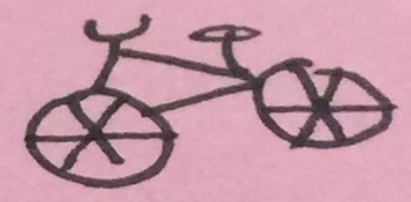
END THE DAY WITH  
A UNIQUE CULINARY  
CANAL CRUISE

PROTOTYPE II

HAVE LUNCH  
ONE OF THE NEARBY  
RESTAURANTS

TAKE A TOUR OF THE  
CITY'S BEAUTIFUL CANALS  
ON THE 'CANAL BOAT'

RENT A BICYCLE  
FROM AMSTERBIKE



BIKE ALONG THE  
RIVER



PROTOTYPE II



PROTOTYPE II

# PROTOTYPE II

**WHAT WORKED** Fast communication, events were related to what user might be interested in at current moment

**WHAT DIDN'T WORK** Budget of suggested events wasn't accounted for, schedule of user was unknown and had to be worked around

**WE LEARNT** We need more than just what the user prefers doing and where they are; we need info about user's current status too

**VALIDITY** Assumption somewhat failed in this case; true spontaneity is limited



# PROTOTYPE III

**GOAL** Tell user in a fast, concise manner the culture and history of a location

**ASSUMPTIONS** The traveler wants a brief overview of the interesting and relevant aspects of their location

**Interests:** Sites, food, culture

Prague, situated on the river Vltava, is the capital of the Czech Republic and the historical capital of Bohemia.

Modern day Prague is a bustling city with a strong economy and large tourism industry. It is a city full of young people attending University and old folks who have lived through multiple wars and Soviet rule. It is world-renowned for its beautiful architecture and night views along the river.

[https://youtu.be/FSomR\\_R8cE](https://youtu.be/FSomR_R8cE)

Food in Prague is quite hearty, including heavy portions of pork and beer. Main attractions include the [Prague Castle](#), the [Charles Bridge](#), [Old Town Square](#) with the [Prague astronomical clock](#), the [Jewish Quarter](#), [Petřín hill](#) and [Vyšehrad](#).



# PROTOTYPE III

**WHAT WORKED** Multimedia, not just text, makes info brief. Ease of use - input location, output info

**WHAT DIDN'T WORK** Uncertainty of what user prefers to learn. Individual work to provide info was time-constraining

**WE LEARNT** Crowdsourcing might be a better option to compile multimedia info about a location. Single input, single output was easy to learn and use

**VALIDITY** True, in this case

Introduction

Initial POV

Additional Needfinding Results

Revised POVs

Top HMWs

Experience Prototypes

Summary





MOVING FORWARD





QUESTIONS