

Assignment 2

POVs & Experience Prototypes

Erin C, Emilia D, Paola M, Amrita V



Problem Domain

Having a local experience in a new place.

We chose this domain because we realized that many of our interviewees crave an interaction with the “local culture” and not simply the touristy things when they visit a place.

Initial POV: Maria

We met Maria, a woman from Mexico who travels for both work and leisure and finds the English language barrier difficult when traveling. We were amazed to find that although the language barrier is the most frustrating part of travel for her, she doesn't use any external resources to help her. It would be game-changing to help travelers feel more comfortable and less isolated when visiting somewhere they don't speak the language.

Additional Needfinding Results

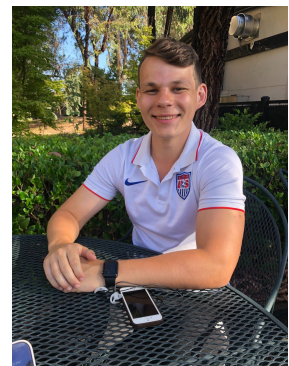
Sigalit



We met Sigalit, a Stanford student who has a personal travel / fashion instagram and web blog called Geek Yet Chic. She likes having spontaneous travel because she doesn't enjoy the planning process. She enjoys going to scenic places and taking pictures for her instagram.

Noah

We met Noah, a Stanford student who travels for both leisure and business purposes. He offered some interesting insights from his travels, especially from his trips to Turkey both before and after he learned the language. He described how learning the language drastically changed his experience with interacting and connecting with the local people.



Kaushik



Kaushik is a 27-year-old male working at a data startup in Palo Alto. He travels about three or four times a year and has, for the most part, been to first-world countries. He enjoys being active on his trips and prioritizes food and alcohol whenever he visits a new place. He vocalized wanting a way to consolidate his friends' recommendations when he goes somewhere new.

Three Revised POVs & HMW Statements

POV #1: Claudia

We met Claudia, a mother of three that enjoys family travel. We were amazed to find that although she does physically travel, she doesn't truly believe it is "travel" because she thinks of travel as luxurious and far away. It would be game-changing to provide Claudia with a way to travel affordably that lives up to her definition of travel as being something luxurious.

How might we...

- 1. Provide people with knowledge about affordable travel opportunities?**
- 2. Make inexpensive travel opportunities feel more like a luxurious getaway retreat?**
- 3. Encourage exploration in and around their local area?**
4. Make travel fun without necessarily being luxurious?
5. Help people find travel opportunities close to them?
6. Provide people with an affordable experience that feels luxurious?
7. Reduce class privilege while traveling?
8. Make luxury travel non-desirable?
9. Make travel to nearby destinations more memorable/fun?
10. Create a travel experience without leaving home?
11. Discover luxurious experiences in their local area?
12. Redefine luxury or the perception of luxury within travel?

POV #2: Sigalit

We met Sigalit, a 25-year-old female who enjoys using Instagram and blogging, especially about her travel experiences. We were amazed to realize that she enjoys the spontaneity of travel and not knowing exactly what she is going to find, but also sometimes feels let down when her experiences don't meet the expectations based off of social media. It would be game-changing to help Sigalit have a mix of spontaneous and planned experiences that match her expectations.

How might we...

- 1. Empower people to achieve their travel goals without having to do all of the planning?**
- 2. Contact people on social medias for travel recommendations?**
- 3. Let people capture travel goals/inspiration without actually planning a trip?**
4. Reshape travel expectations that people have formed based on social media?
5. Ensure that people's travel expectations are met?
6. Ensure that people have reasonable travel expectations for a given trip?
7. Create experiences can be both spontaneous and planned?
8. Help people have a travel plan the instant they decide to travel?
9. Create trips that have both a surprise and spontaneous element?
10. Make social medias portray the reality of a travel experience?
11. Connect with local lifestyle bloggers in a destination?



POV #3: Noah

We met Noah, a Stanford student who travels for both leisure/exploration and business purposes. We were amazed to realize that even when he didn't have any previously established connections in a foreign place, he was able to make connections with local people by bonding over shared interests and hobbies. It would be game-changing to help people find ways to meet others with common interests and shared passions in foreign places who can help give them more of a local experience.

How might we...

1. **Incentivize locals to bond with foreigners/tourists that are coming to visit?**
2. **Encourage travel to places where you can meet people that share your passion?**
3. **Create meaningful experiences between travelers and locals based on interests?**
4. Allow people to already have established connections in a foreign place before traveling?
5. Help people feel safe when bonding with locals in foreign countries?
6. Help people find places to comfortably meet locals?
7. Introduce people to locals in foreign places who share common interests?
8. Build connections between people that share a passion but live in different locations?
9. Help people find shared passions with those they meet while traveling?
10. Help people find activities or places that locals frequent?
11. Build global communities around interests or passions?

3 Best HMW

Claudia

How might we make inexpensive travel opportunities feel more like a luxurious getaway retreat?

Sigalit

How might we empower people to achieve their travel goals without having to do all of the planning?

Noah

How might we create meaningful experiences between travelers and locals based on interests?



3 Best Solutions With Prototypes

Deja-venture (Sigalit)

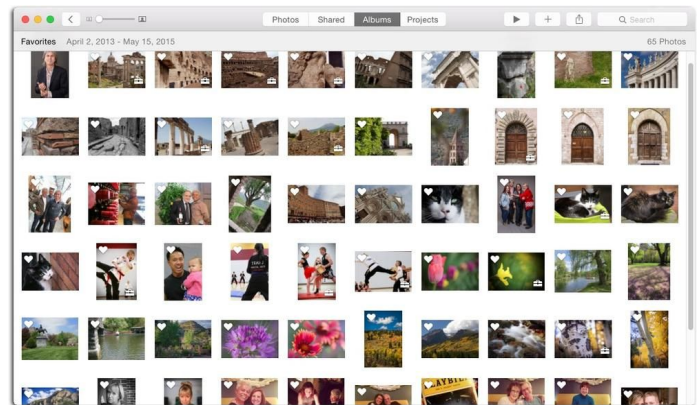
Assumptions:

- People seek or do familiar activities in new destinations, based on pre-existing interests.
- People take photographs while traveling

Prototype: Erin played the role of the AI that would process the photographs. Based on these photographs, Erin lists a range of travel experiences with similar features.

Test: Lauren chose a wide selection of pictures from old travel experiences. Lauren explained what was featured in each picture, without sharing a broader context. After two minutes, Erin provided Lauren with a selection of trips that shared features highlighted in her pictures.

Takeaways: Lauren talked about the convenience facilitated by the product. While Lauren was able to describe each picture she selected, there was no immediate context surrounding the photographs used. As a result, there was no insight into the activities around the picture contained within each travel experience. Therefore the results presented to Lauren were limited to similar sceneries and their associated activities. Lauren was excited by the travel opportunities, but noted that she would not want a trip to be too similar to her past experiences. Based on these findings, the assumption that people take significant photos while traveling holds true. However, the assumption that people seek activities based on their existing habits or interests is inconclusive.



Kulture Kitchen (Noah)

Assumptions:

- People like food
- Culture and food are closely related
- People enjoy sharing their culture
- People want to learn about other cultures
- People are willing to host strangers in their homes
- Strangers can share meals and have a pleasant experience

Prototype: Paola played the role of being a local host, and our subjects played the role of being the traveler. We set the scene in Mexico since Paola is Mexican. She taught our subject how to make quesadillas and our subject would teach her how to cook something from their own local cuisine.

Test: We tested our prototype on two Stanford students: Ana Clara (Brazilian) and Asia (Russian). When Paola taught them how to make quesadillas, they seemed intrigued and would ask lots of questions. Ana taught Paola, and Amrita how to make caramelized guava with cheese (classic Brazilian dessert). She was very excited and while cooking she said “it smells like home” with nostalgia.

Takeaways: We were surprised to learn that the traveler receives an additional benefit of eating her home food and being reminded of home. We realize that in our test we all spoke the same language; but we think that most of our users will rely heavily on nonverbal communication. Furthermore, we also learned that some of the ingredients in the traveler’s recipe might not always be available. Finally, we were expecting this interaction to be an exchange of just two cultures, but we realized that sometimes people travel in groups where everyone has different backgrounds, so one host might actually have many multicultural guests at the same time! Our main assumption that people like sharing their culture through food was confirmed.



Travel Pursuit (Sigalit)

Assumptions:

- People value spontaneity while traveling
- People don't like putting in a lot of effort to plan travel
- People often choose activities they like based on constraints, such as budget and time
- People often have goals that they want to accomplish during their travel

Prototype: Paper fortune tellers that give users a travel adventure recommendation based on their travel goals/interests and budget. A user selects their category of interest (e.g. arts and music, food, etc.) as well as their budget, and the fortune teller will generate a recommendation for them!

Test: We created two paper fortune tellers, one that was food themed and one that was arts themed. We let the tester pick a theme that he is most interested in and then based on what he picks, he could continue choosing based on budget, until the fortune teller gave him an answer that would fit his interests.

Takeaways: The tester found the budget aspect of the prototype to be immensely helpful, and remarked that “students and young people” like him would really appreciate something like this. The tester did say that the prototype offered limited options of things he might be interested in because there are more fields outside of arts and food. We learned that people highly value their travel budget and that money is a big factor on trips. Lastly, we found our assumption that people often choose activities they like based on constraints to be valid. The user said he was more likely to go to an event he was interested in if it fell inside his budget.





Most Successful Prototype

Kulture Kitchen

We eliminated Deja-venture because we felt the focus to be for narrow. After testing our prototype, we realized that after the first use, it would generate similar recommendations, which would not be useful for new trips.

When analyzing the success of our two remaining prototypes, we looked at three main indicators: frequency, density, and pain/experience. When looking at frequency, Travel Pursuit was higher than Kulture Kitchen. However, we decided to go with Kulture Kitchen because we ranked it higher in density because both locals and travelers can use it, as well as pain/experience because it creates a richer emotional experience and has a unique value proposition that isn't yet on the market.