

**Adventure
Is
Planning.**

Our Team



Caroline Gao



Catherine Jiang



Lisa Liao



Johnson Song



Initial POV



We met...

Christine Bowlus, a 25-year old cross-country coach who finds trip planning frustrating and stressful

We were amazed to realize that...

she seemed more excited to plan when she came across unknown places in her planning.

It would be game-changing to...

make planning more enjoyable by making it seem like exploring the unknown.



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**Needfinding
Round 2.**



Jason H.

Financial Planner

Extreme User

“I plan more than what we do.”



Jason H.

Financial Planner

Extreme User

We met...

Jason, a 51-year-old financial planner who doesn't like planning but thinks it's necessary.

We were amazed to realize that...

he plans multiple options for each time slot because he is insecure about all of them panning out.

It would be game-changing to...

allow people to feel confident in their plans without having them spend unnecessary effort in planning.



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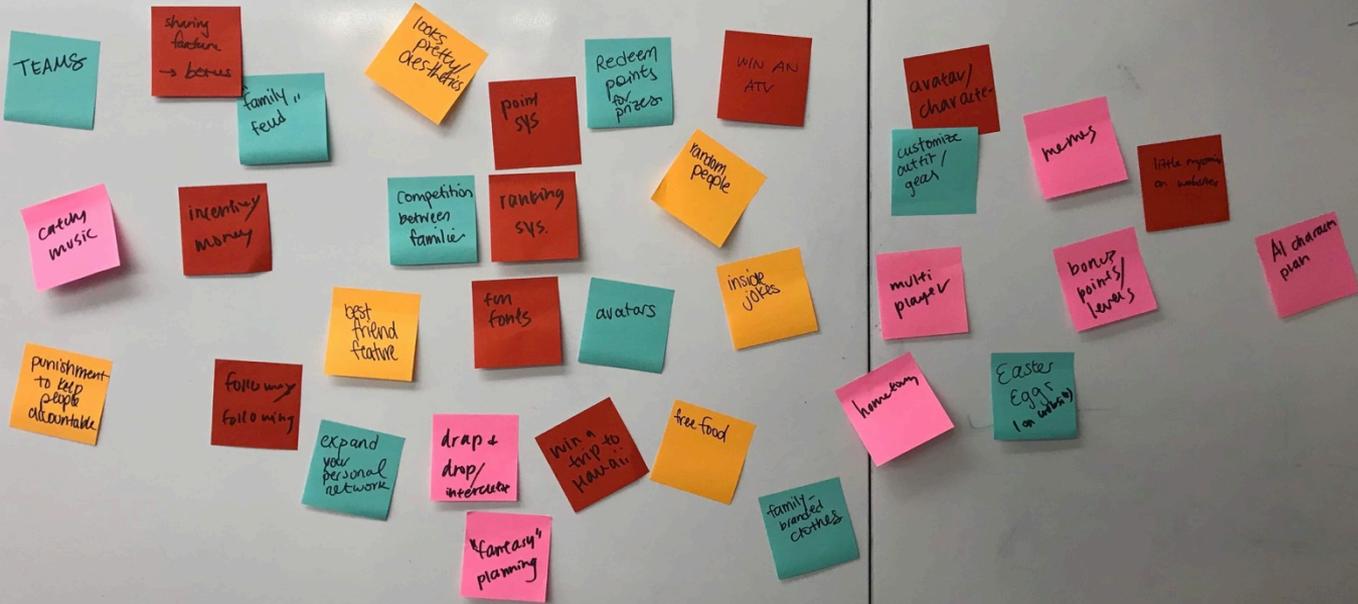
It would be game-changing to...

allow people to feel confident in their plans without having them spend unnecessary effort in planning.

How might we...

find a way to instill confidence in travel plans?

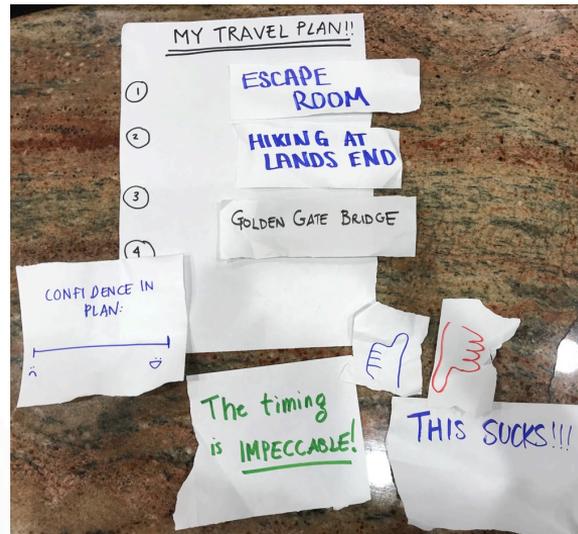
HMW: Gamify process of asking 4 friends/fam impt



Experience Prototype

Solution: “like” and review for plans

Assumption: people feel more confident (in their plans) when they get reviewed





Confidence boost



Minimal plan change



Moderately high initial confidence



Reviews boost confidence



Joy H.

Financial Controller

Extreme User

People don't enjoy when their plans are too similar to something they've done before.



Joy H.
Financial Controller
Extreme User

We met...

Joy, 60-year-old financial controller who strictly follows her plans most of the time.

We were amazed to realize that...

the only time she ever skips planned activities is when they are too similar to something she has already experienced.

It would be game-changing to...

have an easy way to compare place characteristics.



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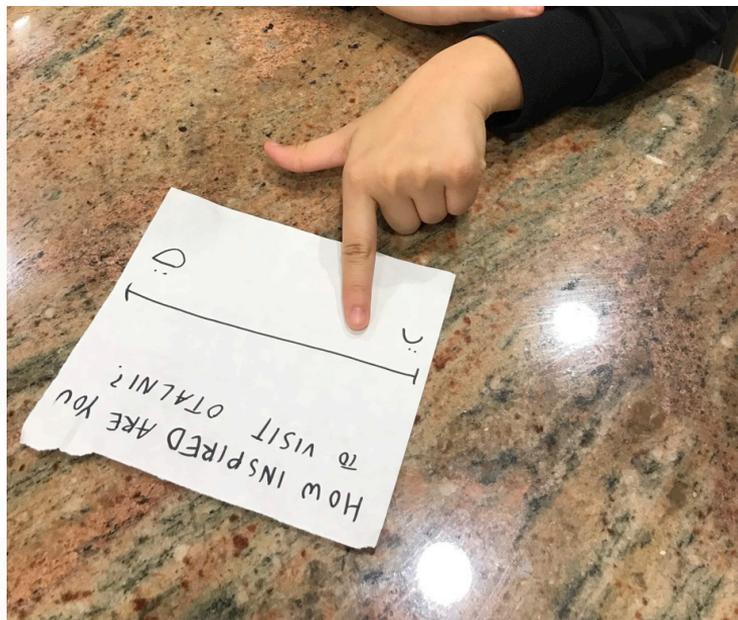
reveal unknown places to people in an
inspiring manner?

Experience Prototype

Solution: media trial run-through of travel plan

Assumption: people are inspired by media to explore the unknown





Increased interest



Receptive to media inspiration



User unengaged



Media increases place interest



Grant Z.

Visitors Relations Coordinator

Extreme User

Friends and family make a notable contribution to travel planning, allowing it to be easier, more efficient, and more enjoyable.



Grant Z.

Visitors Relations Coordinator

Extreme User

We met...

Grant, whose honeymoon plans were ruined 4 days before he and his fiancée were to travel to Seattle, their destination.

We were amazed to realize that...

he was still able to plan a successful honeymoon in two days due to the help of his friends and family.

It would be game-changing to...

leverage help from others to make planning go faster.



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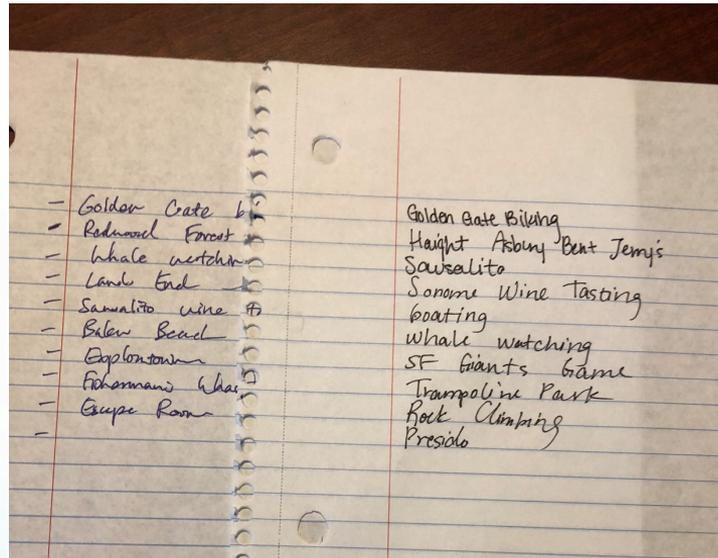
How might we...

gamify the process of asking for friends and family input?

Experience Prototype

Solution: family-feud style competition for most valuable inputs

Assumption: people are more willing to give their input when they're competing on a team





Increased engagement
and participation



Good teamwork needed



Family-feud style competition
increased rate of ideas



Competition can act in place
of inspiration for ideas

Summary



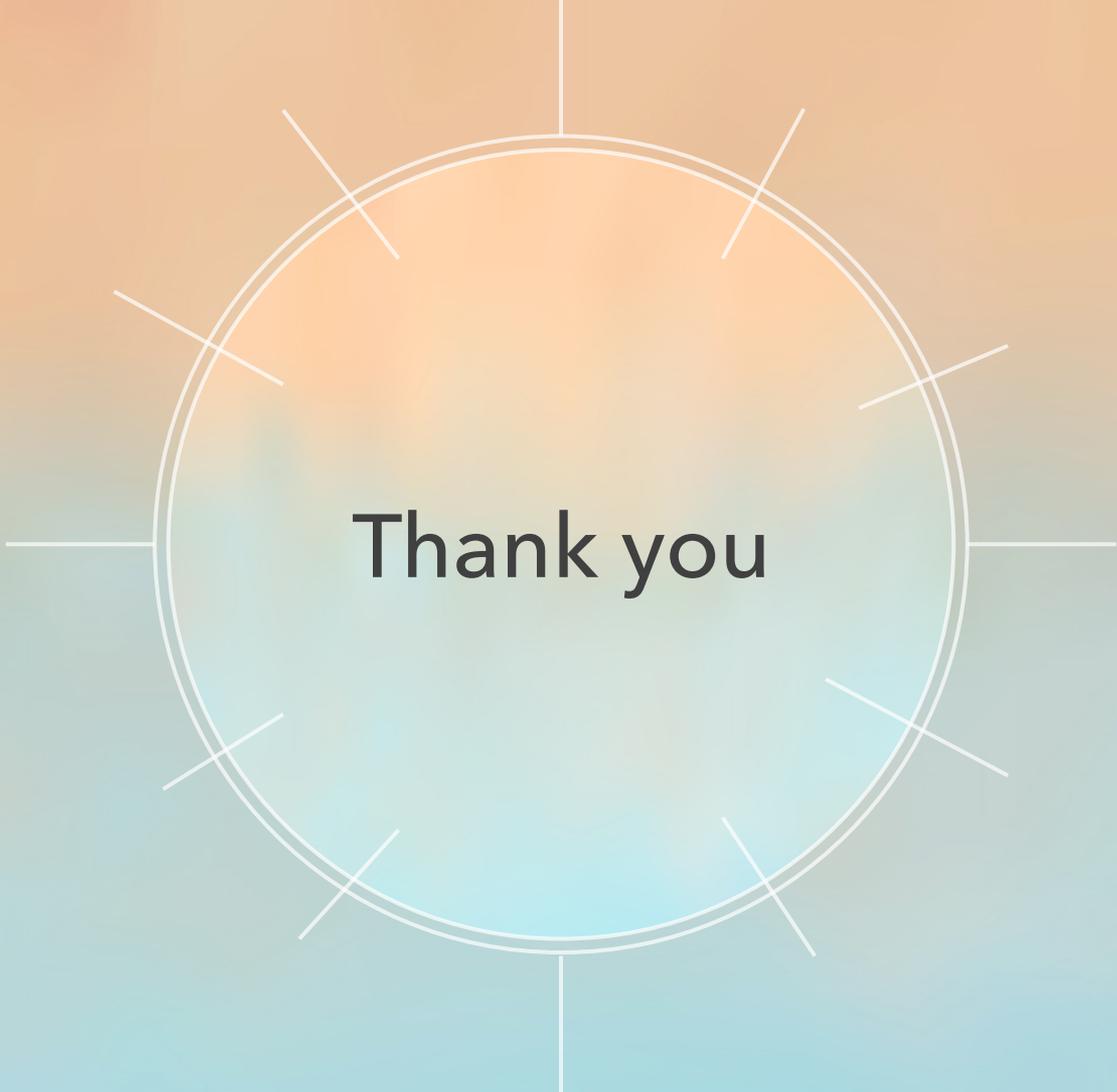
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people are inspired by media to explore the unknown



people are more willing to give their input when they're competing on a team

A circular graphic with a gradient from orange at the top to teal at the bottom. The circle is outlined with two thin white lines. Ten short white lines radiate outwards from the perimeter of the circle. In the center of the circle, the text "Thank you" is written in a bold, black, sans-serif font.

Thank you