

# POV and Experience Prototyping

By Team Journey



# Introduction



Netta



Jeff



Ray



David

Domain

Human-Centered  
AI

```
graph TD; A[Human-Centered AI] --> B[Travel]; B --> C[Healthy Habits]; B --> D[Mundane Transit]; B --> E[Staying Productive];
```

Travel

Healthy  
Habits

Mundane  
Transit

Staying  
Productive

# Additional Needfinding



Fred

- On-campus
- Frequent business commuter (4-6x/month)



Nediva & Vind

- On-campus
- Tourist couple from Connecticut



Helvie

- In transit
- Recent grad who loves commuting

# Additional Needfinding



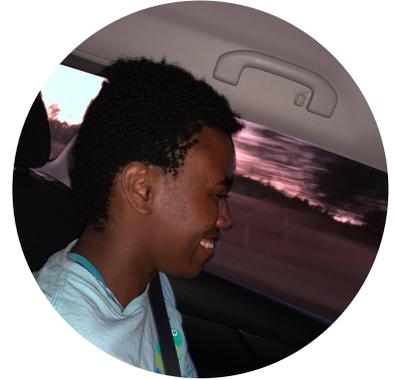
Maddy

- On-campus
- Competitive biker



Jack

- Off Campus
- Traveling doctor



Natalia

- Off campus road trip
- Frequent road trips and flights

## Recurring Threads



Mundane Transit



Productivity in Transit



Healthy Habits

## New Threads



Choice Anxiety



Peace of Mind



Sharing w/ Friends

# POV #1

We met Alik, a curious **tourist from Eastern Europe** visiting Stanford University with a penchant for adventure.

We were surprised to realize that he equally disliked trains and planes as **banal unless he was socializing** with people.

It would be **game-changing if** Alik could feel like his **adventure started** the second he steps on the plane.

## HMW #1

Alik

How might we empower  
Alik to actively engage  
with and find joy in his  
surroundings?

## POV #2

We met Connor, an international student that flies across the world for work, school, and vacation

We were surprised to notice that Connor felt so strongly that his long flights for travel were a waste of time and productivity, even though many of his tasks could be done while in transit

It would be game-changing to reframe Connor's perception of transit time as a valuable opportunity to reach his goals

## HMW #2

Connor

How might we enable Connor to maximize dead time spent waiting in transit to practice his habits?

## POV #3

We met Natalia, a student and thrill-seeking world traveler hungry to explore new destinations.

We were surprised to notice that the most frustrating part of traveling for her wasn't the jet lag or the cultural barriers, but rather the difficulty of navigating through the airport and choosing what to do first.

It would be game-changing if Natalia could transform her initial indecisiveness into an opportunity to confidently shape her own path.

## HMW #3

Natalia

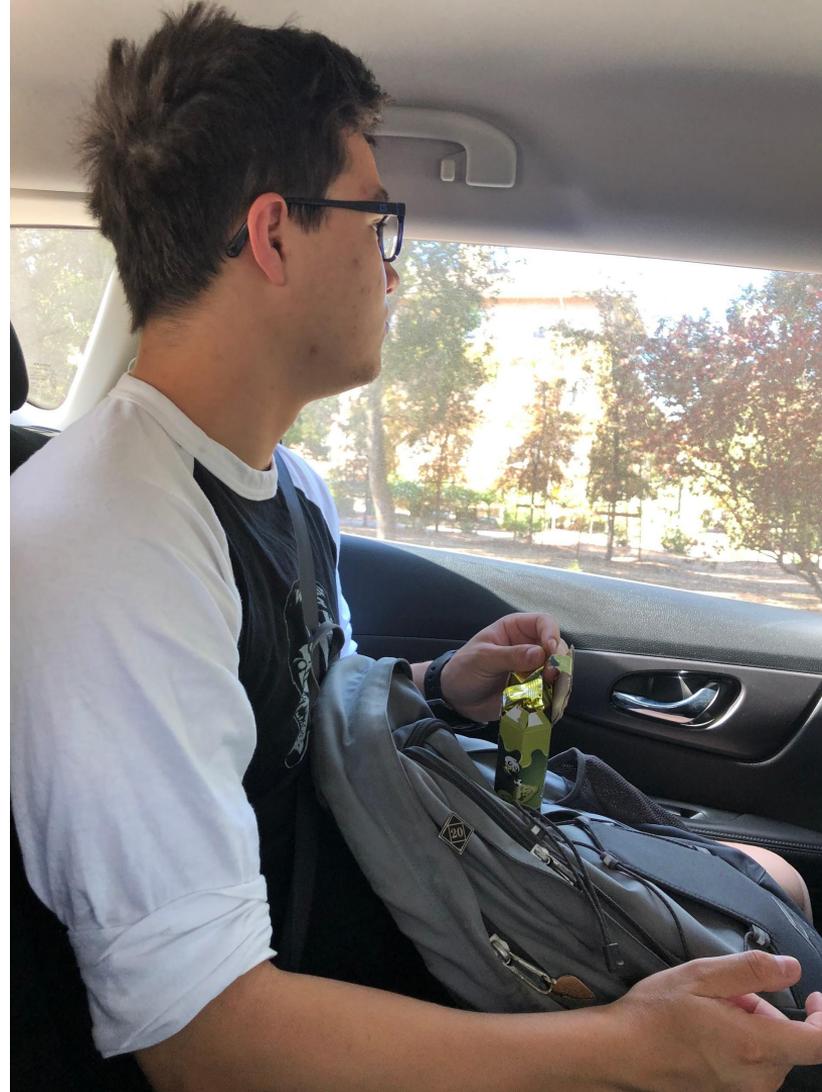
How might we make Natalia feel like she has a **personal tour guide** to introduce her to every new destination?



# Prototype #1

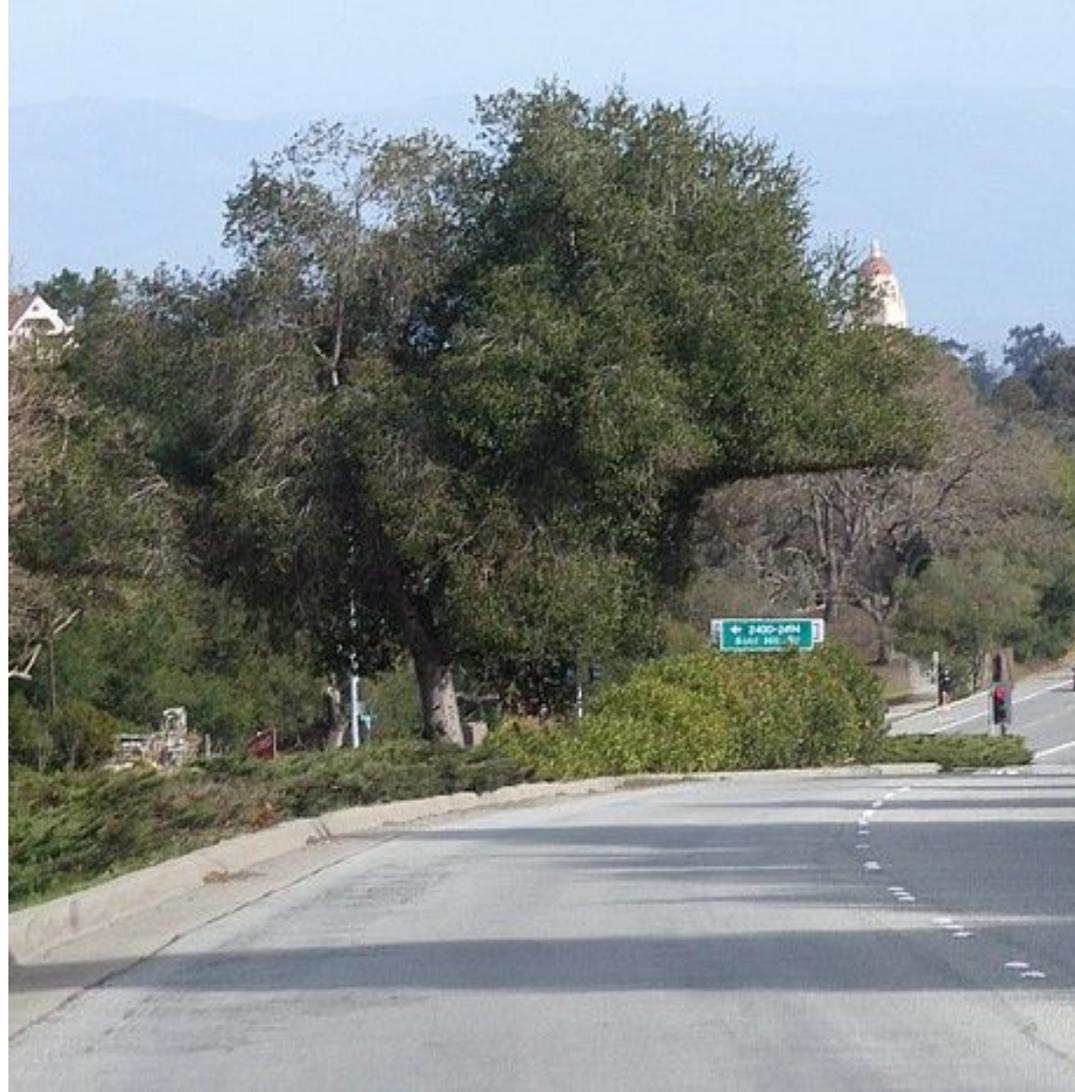
*Assumption:* Riders are **more present** in-transit if they are **engaged** with their surroundings

*Description:* **Audio information** and interactions corresponding to **landmarks** (e.g. SLAC) along a car ride



# Example Soundbite

*“We’re now driving on Sand Hill Road. Sand Hill Road is a road famous for its concentration of venture capital firms...”*



# Prototype #1 Results

*What worked:* Alex **paid attention** to the soundbites

*What didn't:* Alex thought the soundbites **annoyed him** and prevented him from zoning out

*Surprises:* Some people prefer to **not be present** in transit

*New Learnings:* It takes a **compelling alternative** for people to not zone out

*Validity:* Not valid

# Prototype #2

*Assumption:* Travelers know what they want to do in dead time but **don't know how and when** to do it

*Description:* Productivity assistant that provides users with **recommendations** on how to **undertake desirable habits** during **dead time** in transit



## Prototype #2 Results

*What worked:* Pascal loved having something encourage him to make use of his transit time

*What didn't:* Pascal didn't have enough dead time to fully optimize his tasks

*Surprises:* Pascal knew both his exact schedule and his to-do list but did not think to combine the two

*New Learnings:* People would benefit from specific suggestions about how they can incorporate preferred tasks

*Validity:* Valid

## Prototype #3

*Assumption:* Travelers have generalized trip plans but **lack step-by-step local itineraries**

*Description:* Virtual tour guide that provides users with **specific recommendations for their next destination** based on their current location



# Prototype #3 Results

## *Example Interaction:*

**Netta:** "Since you're in Main Quad, would you like to see the Rodin Sculptures or the Whispering Circle? Both are right here in the quad."

**Mary:** "Whispering Circle."

**Netta:** "Great, follow me this way. The Whispering Circle is a fun little secret..."

## Prototype #3 Results

*What worked:* Mary loved **specific recommendations** for her location

*What didn't:* Mary also wanted to know how **long** things take to optimize her schedule

*Surprises:* Mary did **no research** about attractions at Stanford and didn't plan to do any research while on campus

*New Learnings:* **Time constraints** are incredibly important in a traveler's decision-making process.

*Validity:* Valid

# Future Solutions (2 of them!)

## Auto Planner



## Hyperlocal Tour Guide



# Summary

- Boredom in transit and need for productivity **continue to be major threads**
- **New thread**: Being excited about travel but confused on what to do
- Successful HMW/brainstorming led to **3 experience prototypes**
- Next Steps: diving deeper into our successful **auto-planner and hyperlocal tour guide prototypes**

Q&A

# Appendix