

Low-Fi Prototype and Test

By Team Journey



Introduction



Netta



Jeff



Ray



David



Mission
Interface
Prototype
Tasks
Experiment
UI Changes



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Background

Problem: When traveling, people have difficulty finding specific next steps based on their interests and their goals, while maintaining itineraries that enable spontaneity

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Solution: Hyperlocal, personalized, real-time recommendations to guide people through open-ended travel situations.

Mission: We're on a quest to make travel easy and spontaneous every step of the way

Value Proposition: Personalized adventure on-demand



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Selected Interface



Idea:

Mobile app providing a limited number of personalized activity options for the next best action

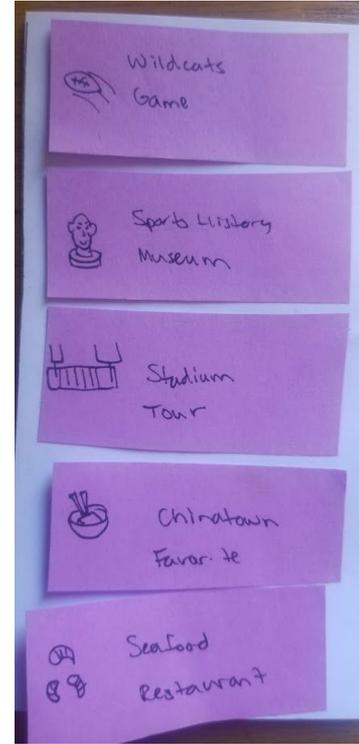
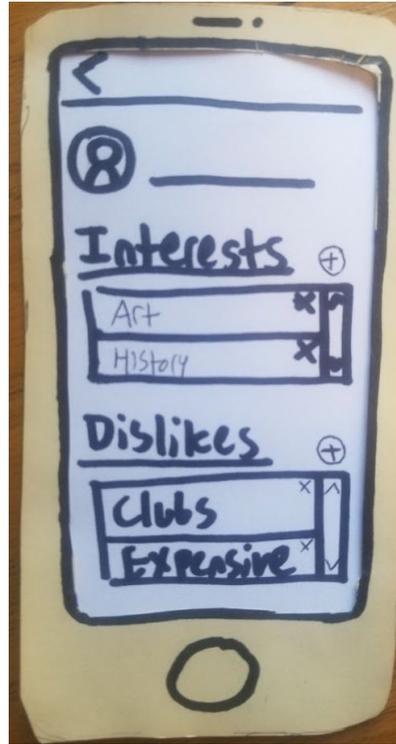
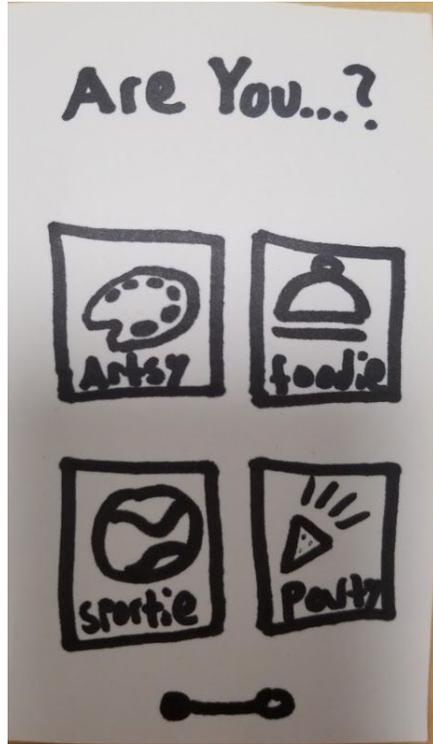
Pros:

- Focus on activities
- Simple, user-friendly UI
- Limited choices avoid overwhelming users



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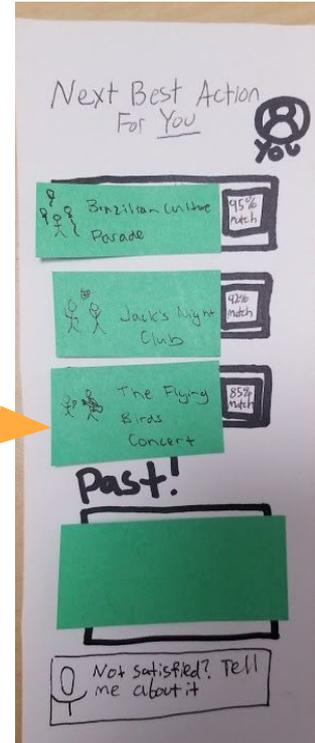
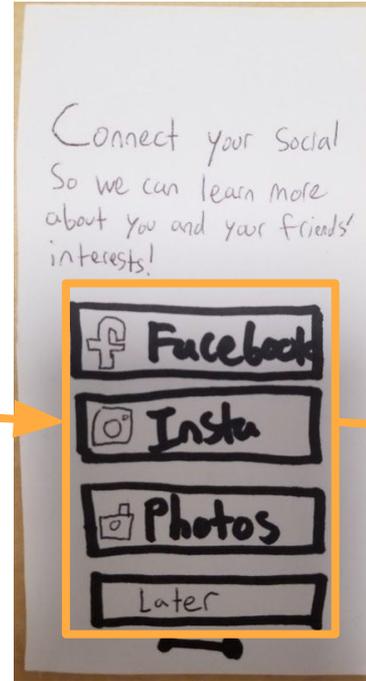
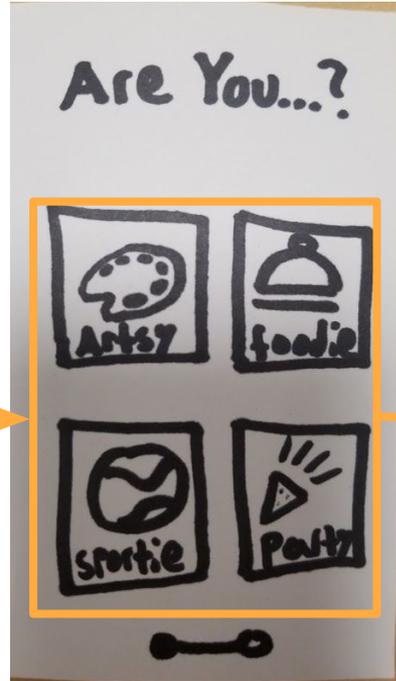
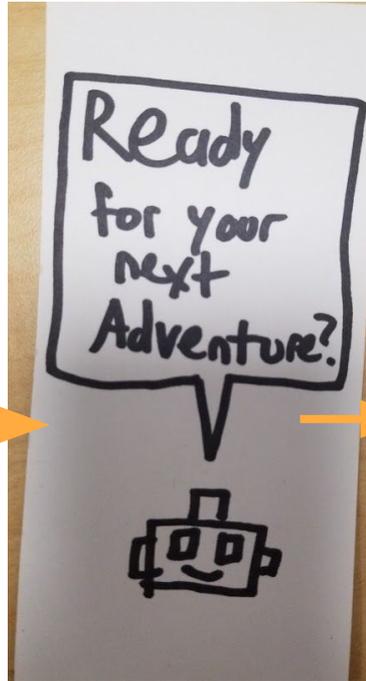
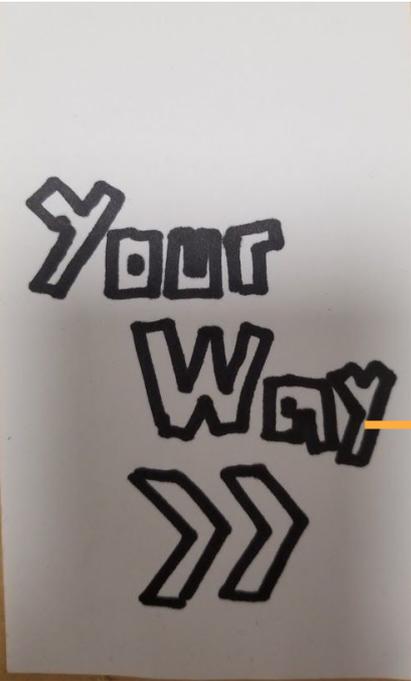
Prototype - Functionality & Reasoning





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Task #1: Figure out what you can do nearby



Task #2: Figure out what your friends have done before

The image shows a hand-drawn interface on a whiteboard. On the left, a vertical list titled "Next Best Action For You" features three items: "Brazilian Culture Parade" (95% match), "Jack's Night Club" (42% match), and "The Flying Birds Concert" (85% match). The third item is highlighted with an orange box, and an orange arrow points from it to a larger, detailed view on the right. This detailed view includes a pink sticky note at the top with the title "The Flying Birds Concert" and a small illustration of four people. Below this, the text reads: "95% Match", ".46 Friends chose this option", and "Your friend, Ray loves taking photos here". At the bottom of the detailed view is a large black-bordered box containing the text "Take Me There" with a right-pointing arrow.

Next Best Action For You

- Brazilian Culture Parade 95% match
- Jack's Night Club 42% match
- The Flying Birds Concert 85% match

past:

Not satisfied? Tell me about it

The Flying Birds Concert

0.1 mi

- 95% Match
- .46 Friends chose this option
- Your friend, Ray loves taking photos here

Take Me There

Task #3a: Choose an option and evaluate it

Next Best Action For You 

-  Brazilian Culture Parade 95% match
-  Jack's Night Club 42% match
-  The Flying Birds Concert 85% match

Not satisfied? Tell me about it 

The Flying Birds Concert  0.1 mi

- 95% Match
- 46 Friends chose this option
- Your friend, Ray loves taking photos here

Take Me There 

Ok! Guiding You There! opening Google maps



Did you like this?

Tell Your Friends select

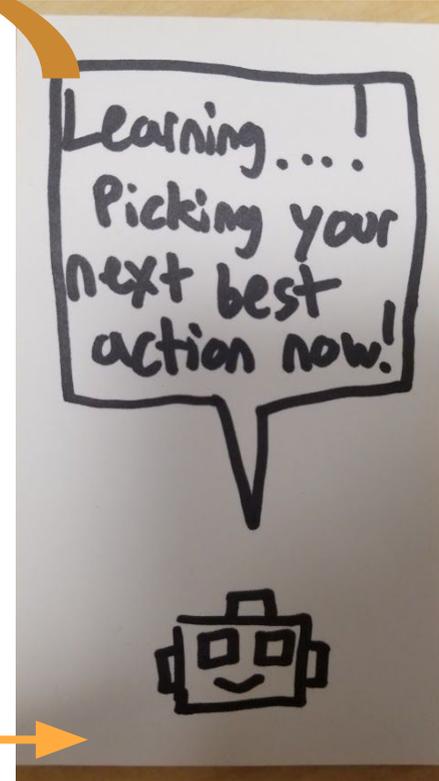
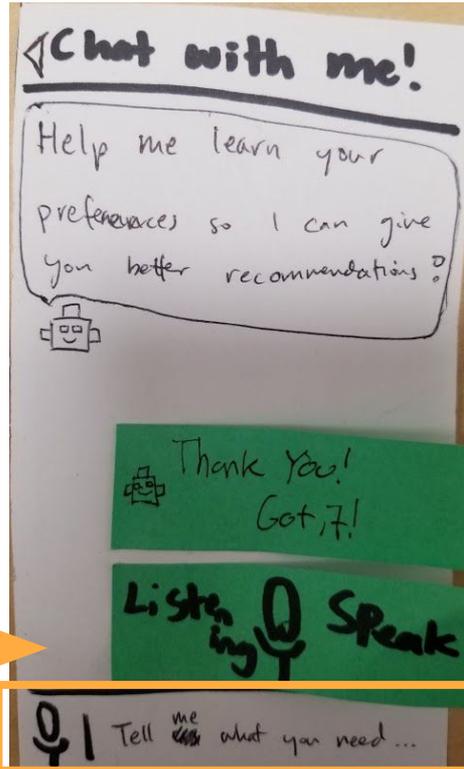
<input type="checkbox"/> Fun	<input type="checkbox"/> Cool
<input type="checkbox"/> Calm	<input type="checkbox"/> Photo OP
<input type="checkbox"/> Adventurous	<input type="checkbox"/> Cheap

Other:

Any Photos?

Upload

Task #3b: Inform app that you don't like the options





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Testing



Fing

- Off-campus
- Prefers planning trips in advance



Helen*

- Stanford Student
- Prefers light trip planning



Arthur

- On-campus
- Enjoys having rough trip itinerary



Christian*

- Stanford student
- Likes spontaneity



Leon

- On-campus
- Statistician at large tech company

* stock photo

Experiment Results - Method

1. Screened users
2. Established setting
3. Walked users through sample task
4. Asked them to complete each task

Experiments all took place on a table in a quiet setting. Ray acted as the computer and Netta was the facilitator.

Experiment Results - Successes

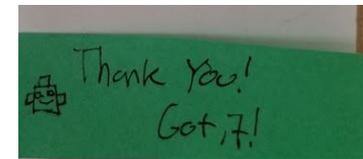
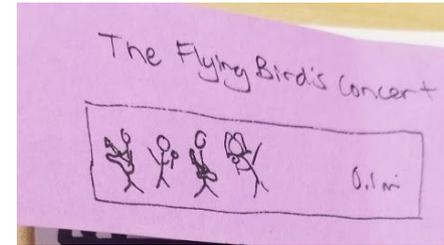
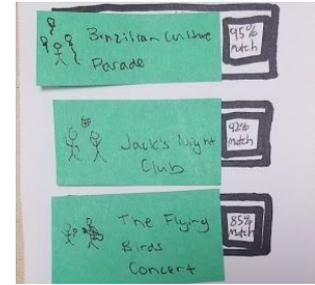
App Idea - Enabling spontaneity

Tasks completed successfully

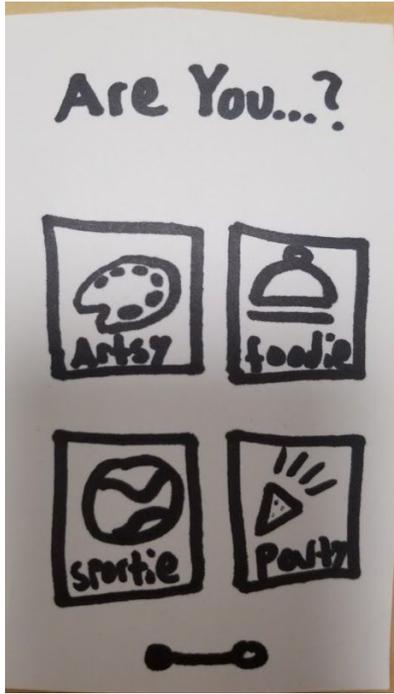
Delight at finding options

App was fun

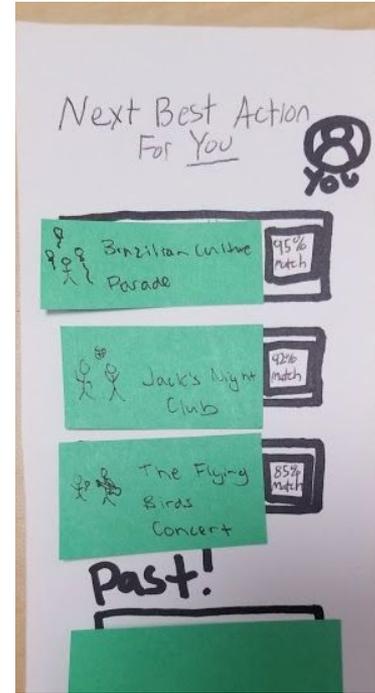
Preference incorporation/personalization



Experiment Results - Growth Areas

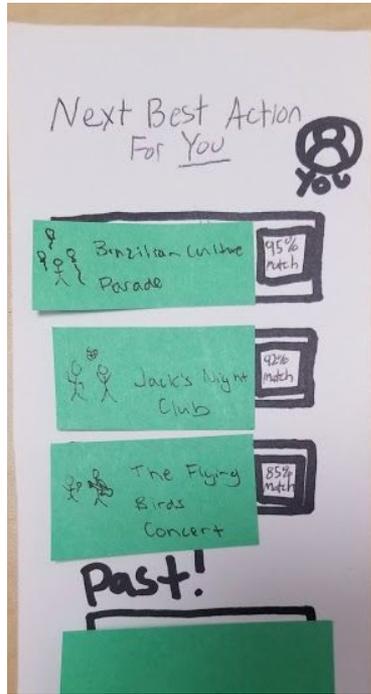


Onboarding User Preferences

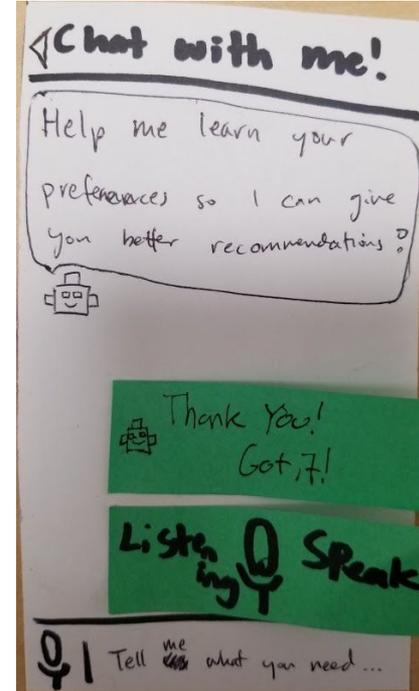


Incorporating Prior Plans

Experiment Results - Growth Areas Continued



Wanted All Info



Disliked Using Voice

Experiment Results - Surprises

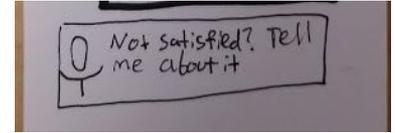
Specific Friends: "I'd like to see what my friend Lexie did. He's an artist"

Place History: "Seeing what I've done before would be really useful"

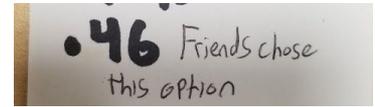
Add Spice: "What if I want to do something that I normally wouldn't?"

Experiment Results - UI Changes

Editing preferences was confused for leaving app feedback



Finding what friends did can be difficult



Having binary options for feedback is too simplistic

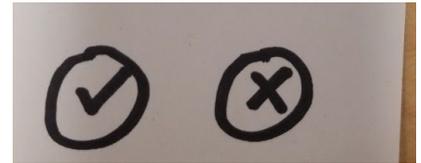
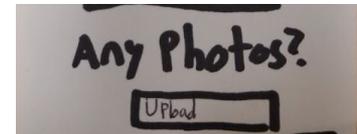


Photo upload is confusing



Summary

- Prototyped app that surveyed users and displayed 3 nearby options
- Users enjoyed app and liked having recommendations that enabled spontaneity
- Users wanted better onboarding, more agency and a more clear UI

Q&A

Appendix

Personalized Adventure On Demand