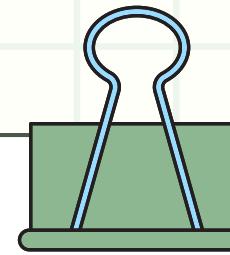


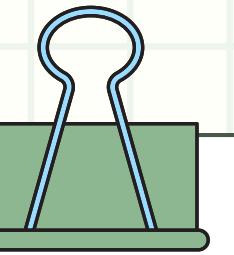
2025-1



Team 8

PRESENTATION

EWHA WOMANS UNIVERSITY
Human-Computer Interaction (01)



01 Our team



Gyurin Kim

Interview, PPT
Creation,
Presentation



Yeonwoo Kim

Interview, PPT
Creation, Summary



Eunsom Kim

Interview, PPT
Creation, Topic
Exploration



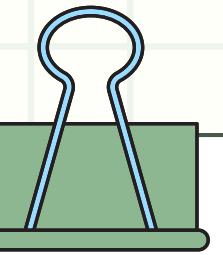
Yunsoo Woo

Interview, PPT
Creation, Interviewee
Introduction



Ran Yook

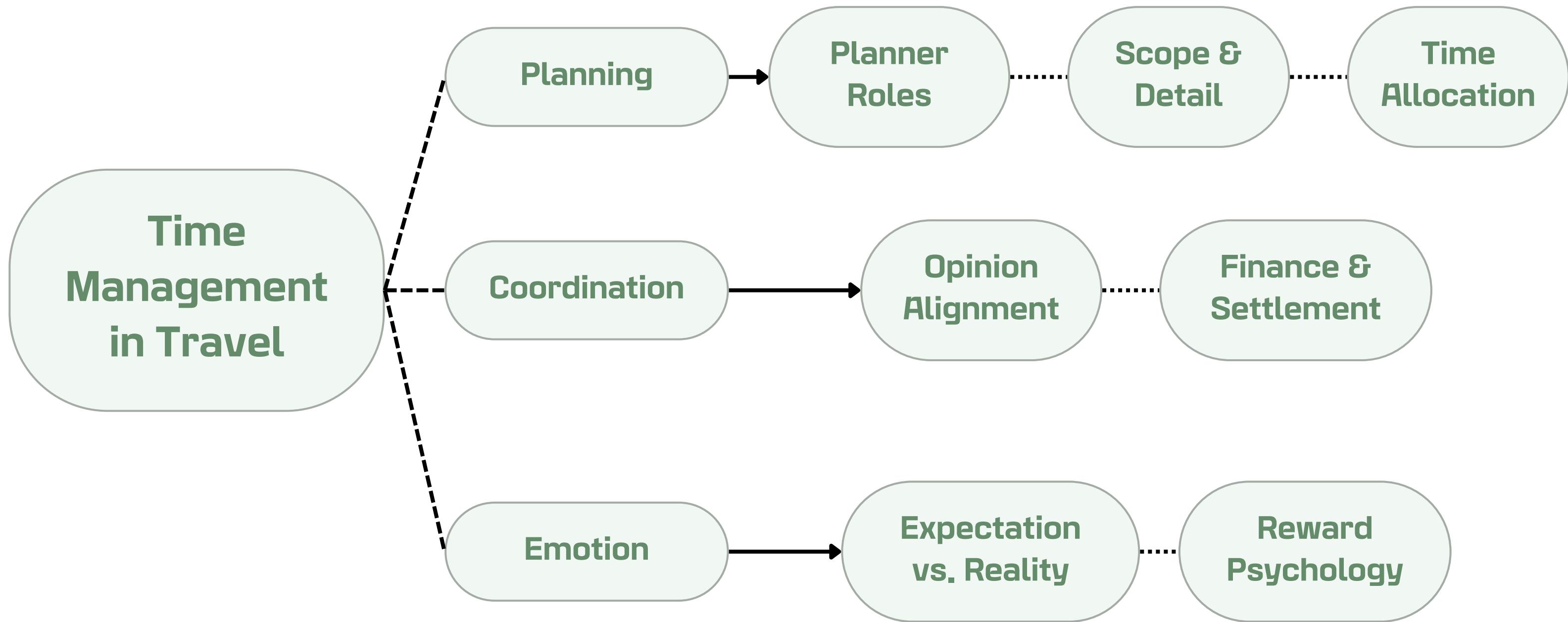
Interview, PPT
Creation, Interview
Content & Common
Questions Summary

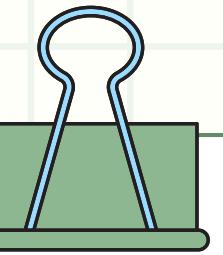


02

What sub-areas we're going to explore

Exploring Domains





03 Participant Selection

1

Finding Potential Participants

For diversity, we recruited a wide range of participants, including both "Planner Travelers" and "Spontaneous Travelers" to compare their approaches to time management.

2

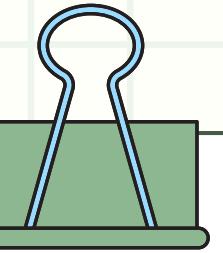
Participant Selection

including participants from their 20s to their 40s
extreme user
people who travel very often or very rarely

3

Interview Matching

For objectivity, we matched confirmed participants with interviewers who were **not** their direct acquaintances.



04 Our Participants

We interviewed various participants considering **age** group, **gender**, and **planning orientation**.



김성식 (51)

**manufacturing
employee**

Live in Seoul,
manager



김연우 (22)

Ewha Student

Live in Seoul,
P is 99% in mbti



정원석 (25)

**Student on a
leave of absence**

Live in Goyang,
Flight Operation
Major in Cheongju



김민서 (22)

Ajou Univ. Student

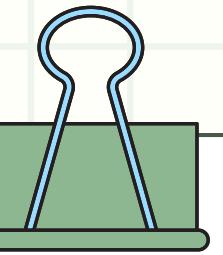
Live in Suwon,
Totally P,
a bit organized on trips



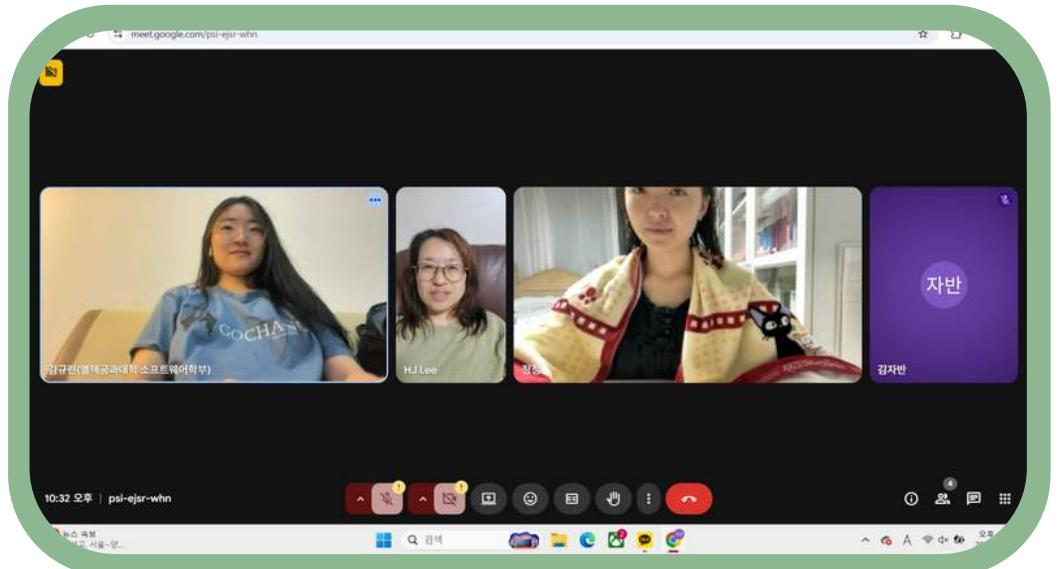
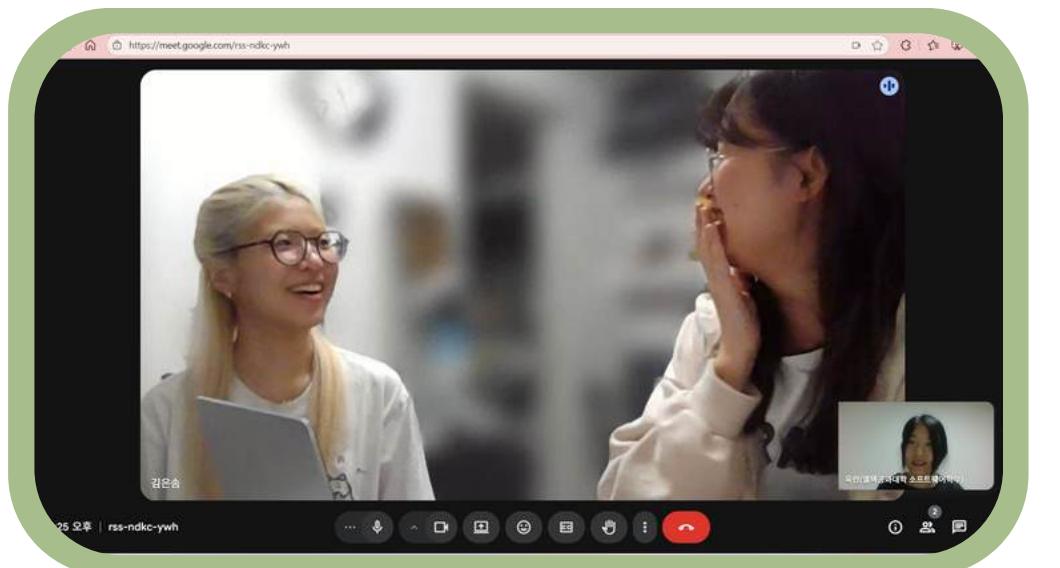
Mrs.Lee(50)

Housewife

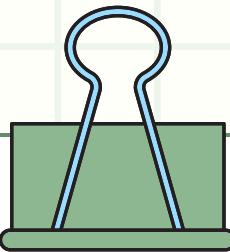
Live in Seoul,
planning tendency



04 Our Participants (Interview)



Where: One-line Zoom
How: 1 Interviewer, 1 clerk
Reward: Coffe coupon!👑



05 Guiding Questions

0. Intro

How often do you usually travel, and how frequent are your trips?

1. Background

How do you usually plan your travel itinerary?

2. Current Habits

When during a trip do you feel you waste the most time?

3. Challenges & Problems

What is the most difficult part of preparing for a trip?

4. Feelings

Do you find the time spent preparing for a trip enjoyable, or stressful?

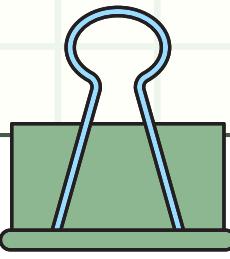
5. Needs & Improvements

If you could manage your travel preparation more efficiently, what would improve the most for you?

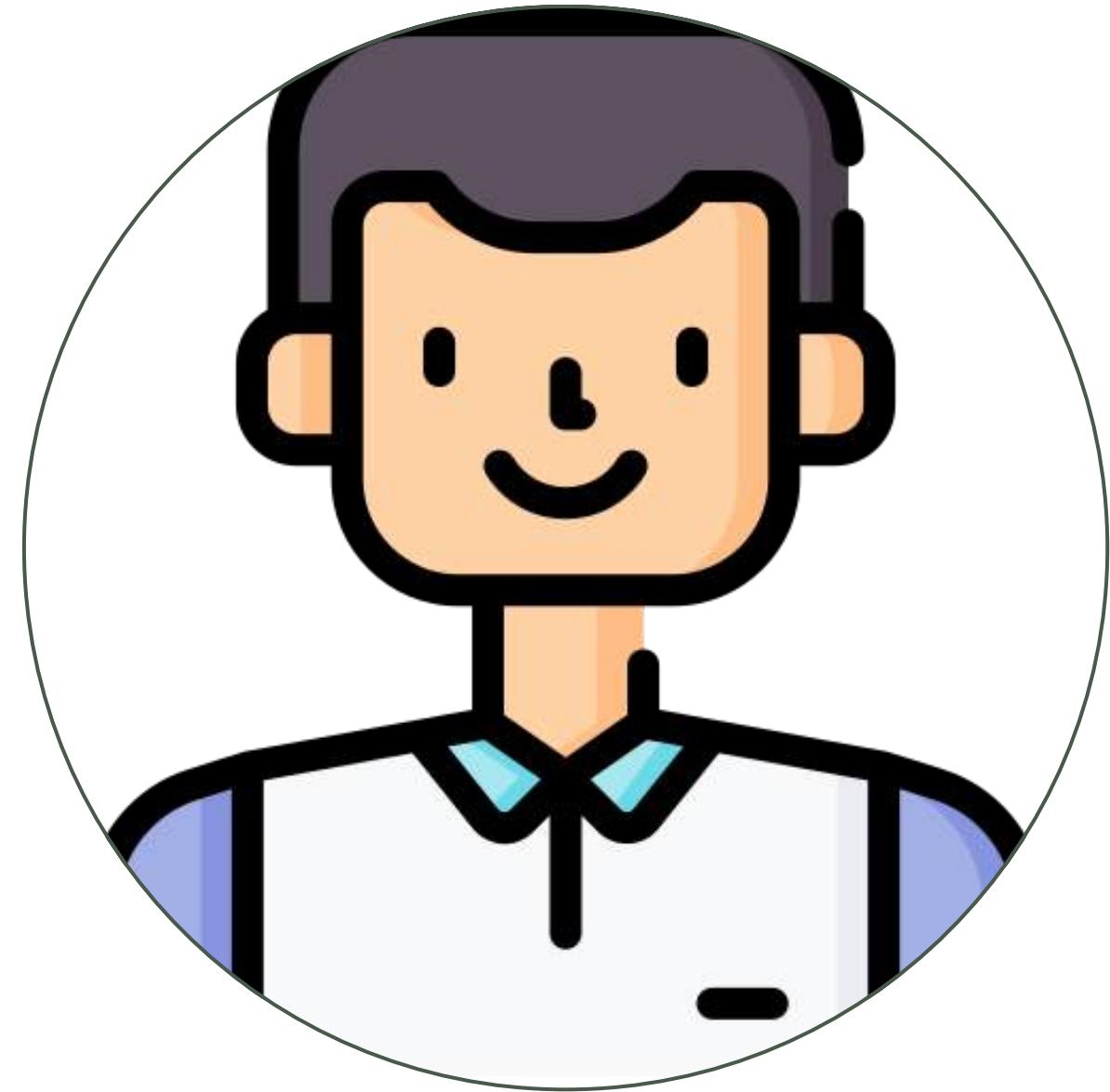
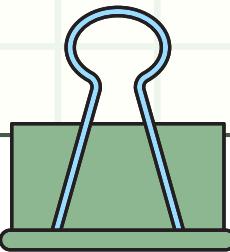
6. After the Trip

When did you feel that you managed your time well—or poorly—after a trip?

TEAM 8



Interview Results

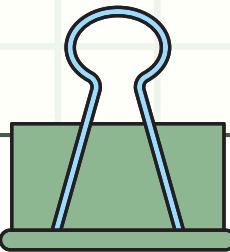


김성식

manufacturing
employee

Live in Seoul, manager

“Climbing up to the temple was tough, but when everyone enjoyed the scenery, I felt my planning was worthwhile.”

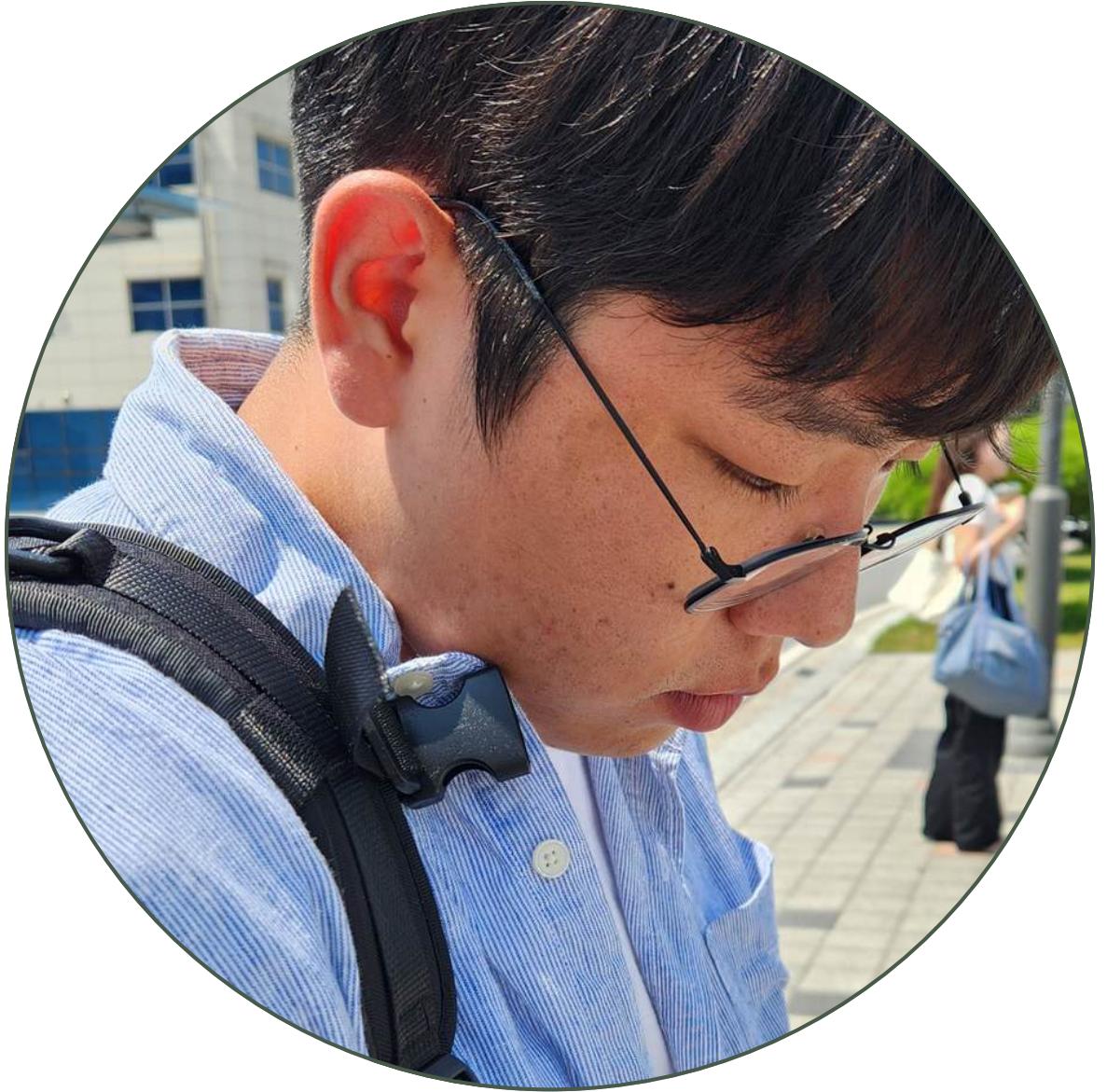
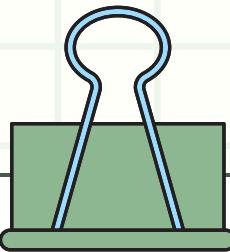


김연우

EWHA STUDENT

Live in Seoul, and my
P is 99%.

**“If it was easy to plan,
I would have traveled
more often.”**

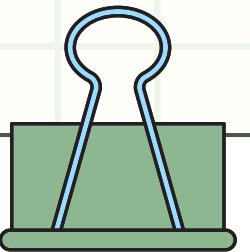


정원석

Student on a leave of absence

Live in Goyang,
Flight Operation Major in Cheongju

“ When I plan my trip, I worry about whether I can satisfy the people I travel with. ”

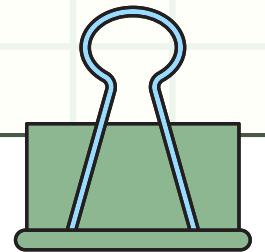


김민서

Third-year student at Ajou

Majoring in Biological Sciences, Live in Suwon,
40-minute interview.

**“Preparing for a trip
feels like work!
And I like making
my travel plans
with a relaxed schedule.”**

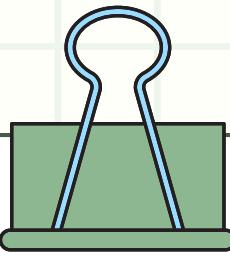


Mrs.Lee

Housewife

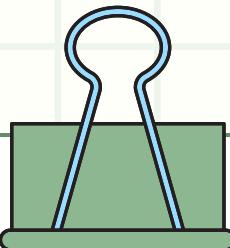
Live in Seoul,
planning tendency

“I love the joy of planning spontaneous trips, and I’m the one who takes full responsibility while my family just follows. But, it’s kind of funny, too.



Analysis

06 Empathy Map 1



SAY

I live in Seoul. I work in the manufacturing industry, and I'm impulsive but still somewhat plan-oriented.

I usually travel with my family once or twice a year.

I usually plan workshops to align with anniversaries or New Year events.

I use my phone's memo app more than Excel.

I think preparing for a trip together is more meaningful than doing it alone.

Choosing the destination takes the most time.

I prepare my packing list based on travel blogs.

Traffic jams make me feel time is wasted.

I compare app-recommended routes with blog reviews.

Apps like KakaoTalk are useful for coordinating opinions.



THINK

Choosing destinations is the hardest part.

I need to consider family members' age and preferences.

Traffic jams are inevitable, so alternatives are necessary.

Automatic route suggestions in an app would be useful.

I think having enough discussions with members before the trip can reduce complaints.

AI recommendations alone aren't reliable; I should compare with reviews.

If I manage preparation time better, I can do more activities.

It's better to prepare trips with several people rather than alone.

An ideal trip involves sharing opinions and making compromises.

The more thorough the preparation is, the smoother the trip will be.

DO

50 years man empathy map

FEEL

Travels mainly with family or company groups

Books package tours through travel agencies

Checks packing lists from blogs or the internet before trips

Uses phone memos to copy and organize schedules

When necessary, I look for nearby alternatives and adjust the schedule on the spot.



After the trip, I note down regrets and reflect them in the next trip.

Feels stressed when family members show dissatisfaction

Feels regret when unable to visit desired places

Feels time is wasted and uncomfortable during long travel delays

Feels proud and satisfied when plans go smoothly

After the trip, I feel both a sense of accomplishment and fatigue.

Prepares one week ahead for overseas trips, one or two days for domestic trips

Changes itinerary on the spot depending on traffic conditions

Prepares souvenirs and emergency items in advance for workshops

Uses KakaoTalk polls to gather members' opinions

Feels happy when companions enjoy the scenery(unexpected moments)

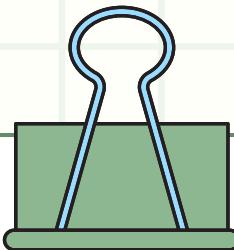
Feels pressured when preparing alone

Feels sorry and regretful when preparation is lacking

Feels rewarded when free time is used meaningfully

I feel great fulfillment and happiness when the members are satisfied.

06 Empathy Map 2



SAY

I live in Seoul, I'm 22, and I'm 99% P type.

I don't hate planning, but I hate sticking to it, so I just go with the flow.

If someone else could do the planning for me, it would be great.

Traveling is fun, but preparing for it is not enjoyable at all.

It would be nice if I could plan better, but I always end up putting it off.

I often end up traveling alone because my family lives apart.

I get excited at the airport, but I really don't like the research part.

I usually follow along when traveling with friends

When I go with my parents, I end up having to prepare everything.

I travel maybe once or twice a year, sometimes not at all.

THINK

Planning routes is the most burdensome part of traveling.

Without at least some preparation, I end up walking too much and get exhausted.

It's frustrating that GPT recommends fake or non-existent places.

Finding real good restaurants is so hard because there are too many ads on maps.

If there were a service that automatically suggested what to pack, it would be really helpful.

Searching for good restaurants is the hardest part because ads make it confusing.

It would be easier if an app automatically suggested essential packing lists.

If preparation became easier, I would definitely travel more often.

It's disappointing when carefully made plans don't work due to closures or weather.

Planning is stressful because I don't know which area to go and how to make the route.



22 years woman empathy map

DO

Watches anime and OTT shows in a comfortable indoor setting.

Looks for good restaurants near home instead of traveling.

Tries to plan routes before trips but often faces closures or schedule conflicts.

Uses Google Maps to find restaurants but sometimes finds them closed.

Eats at nearby restaurants and enjoys them instead of going on trips.

Prepares domestic trips about two weeks in advance by booking trains and lodging.

Reschedules or changes plans on the spot when the original plan fails.

Saves money in advance for overseas trips, books flights and hotels months before, but leaves detailed planning to the last week.

Occasionally checks reviews or recommendations late at night before travel.

Binge-watches anime or OTT shows indoors during free time.

FEEL

Excited and happy when going to the airport.

Feels annoyed and reluctant when thinking about research and preparation.

Stressed when plans fall apart due to closed shops or sudden changes.

Feels sad when unable to eat desired foods despite planning.

Feels disappointed when a restaurant she wanted to try is closed.

Feels refreshed just imagining a sunny beach vacation as an escape from reality.

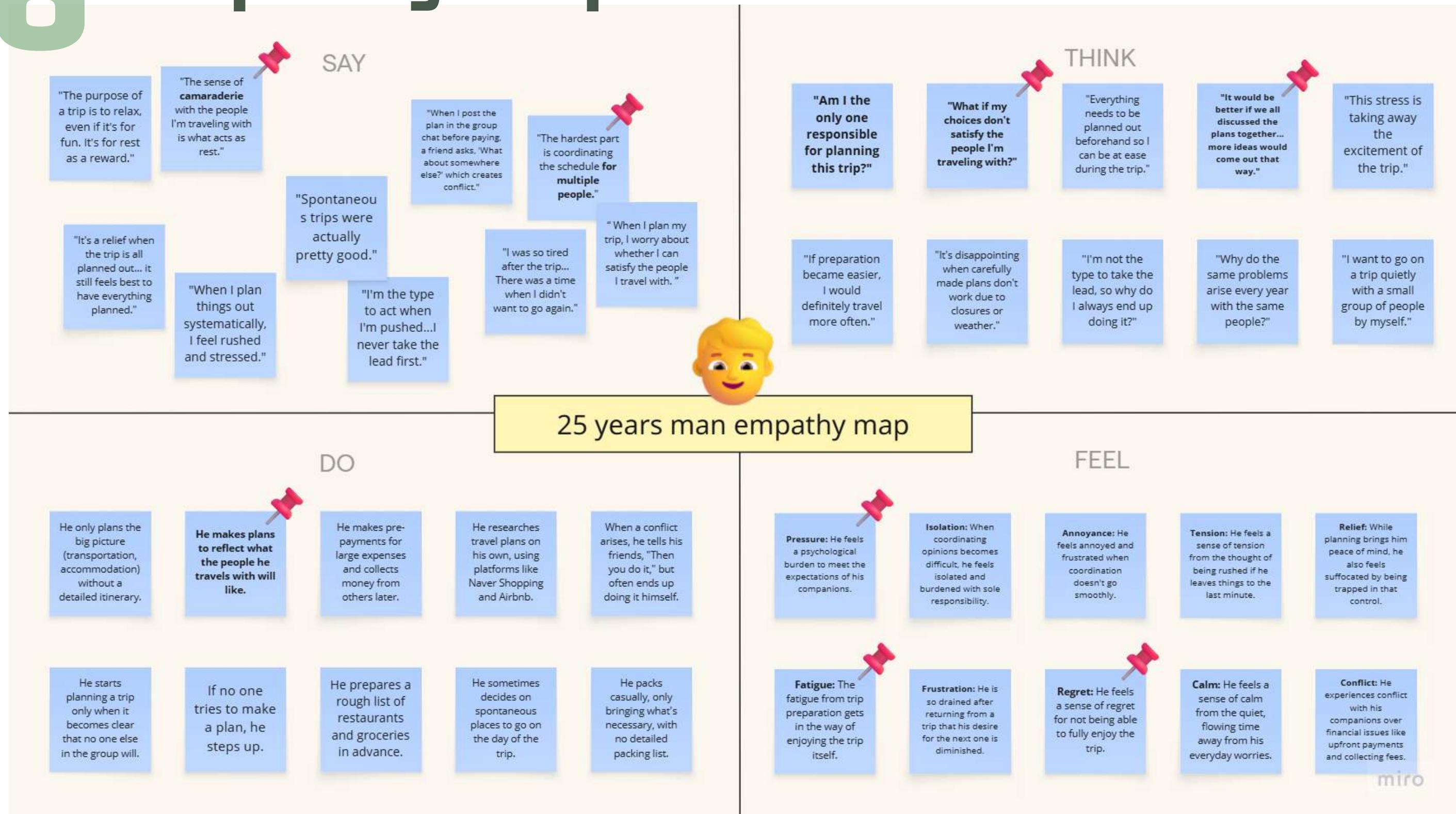
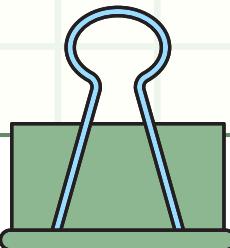
Feels burdened when having to prepare trips alone for family.

Feels refreshed imagining a relaxing vacation spot like Hawaii.

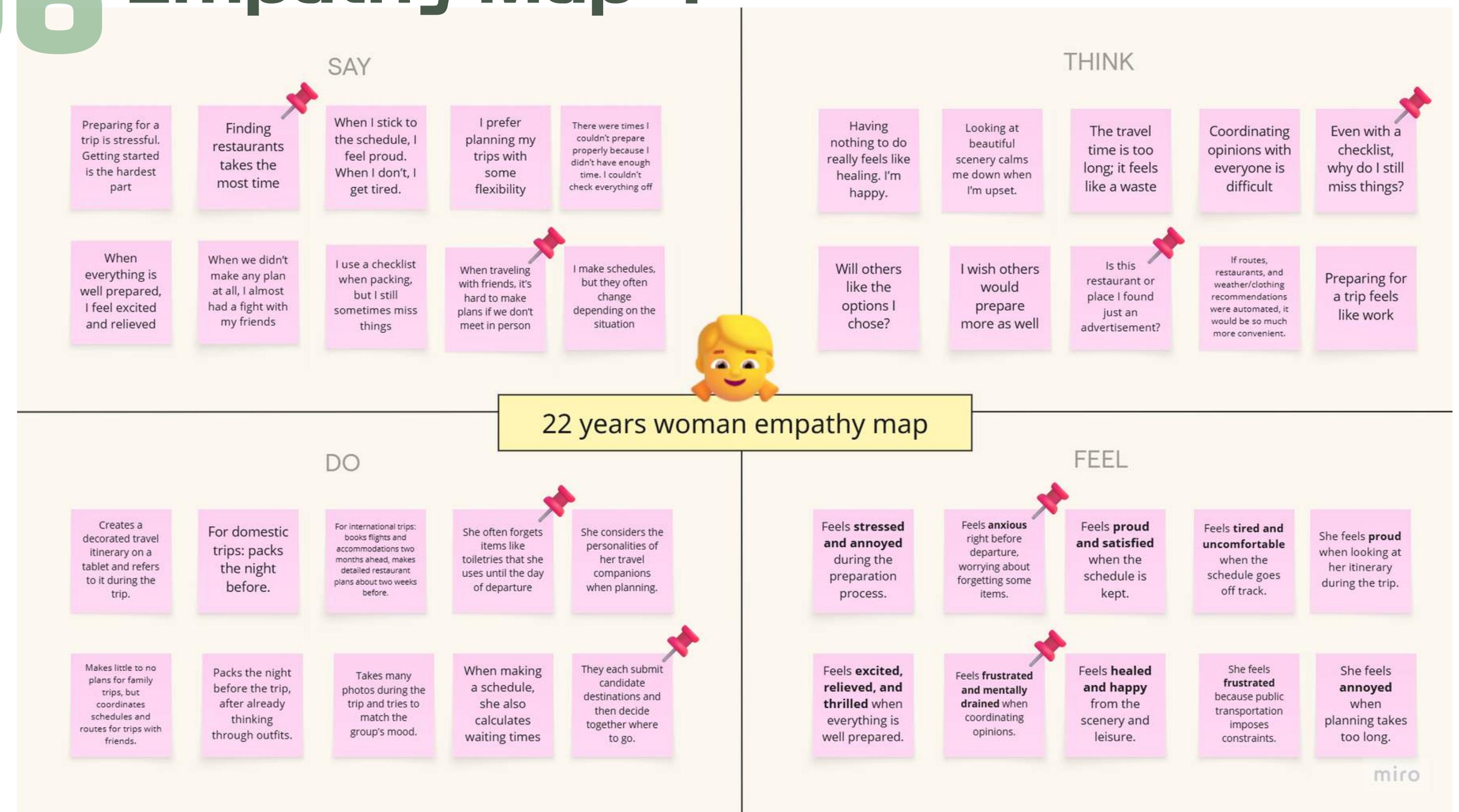
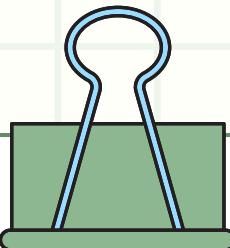
Feels regretful about not swimming for 11 years and wishes to enjoy it again.

Feels reluctant and annoyed, so keeps postponing the preparation.

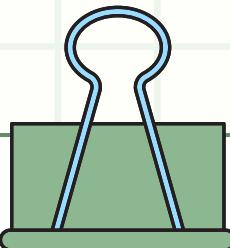
06 Empathy Map 3



06 Empathy Map 4



06 Empathy Map 5



SAY

I travel abroad once or twice a year, and travel domestically once or twice every three months.

For domestic trips, I prepare a week in advance. For overseas trips, at least two to three months ahead.

As long as I bring money and my passport, it's fine. If something's missing, I just make do.

I spend the most time on flights and accommodations because they're expensive and need careful checking.

There are too many sponsored reviews. I need authentic reviews from real travelers.

On family trips, everyone has different needs and tastes, so it's hard to match them.

Finding restaurants and matching them with actual experiences is fun.

I usually don't get stressed if the schedule doesn't go as planned.

I prepare everything by myself, and my family just comes along.

Travel apps like Triple are useful, but I still write things down by hand first.



Travel is for enjoyment, so even if plans fail, there's no need to stress.

Staying near tourist spots is ultimately more efficient than cheaper but far-off accommodations.

As I get older, a relaxed itinerary is better than a packed one.

AI and technology could make travel preparation easier.

Authentic reviews are much more valuable than influencer-sponsored posts.



THINK

It's nearly impossible to meet every family member's needs during trips.

Authentic traveler reviews are more trustworthy than influencer posts.

Efficiency in travel comes from location, not just budget.

Travel should be flexible—strict schedules can reduce enjoyment.

Good preparation reduces unexpected stress during travel.

DO

Plan domestic trips for 2 days, overseas trips for 3-5 days (sometimes 4 nights).

Book flights and accommodations first.

Make packing lists only after flights and hotels are secured.

Write plans by hand, then transfer them into apps such as Triple.

Take full responsibility for planning, family members usually just follow along.

Finds the preparation process enjoyable.

Feels proud when travel planning goes smoothly.

Doesn't feel much stress even if the itinerary isn't followed.

Feels distrust and fatigue toward excessive sponsored reviews.

It's more convenient to handle all the planning on your own.

Use Google Timeline to track and review visited places.

Adjusts travel style depending on whether it's a family trip or a solo/couple trip.

Reads reviews online but filters them carefully to avoid sponsored content.

Chooses destinations impulsively, then organizes detailed plans afterward.

Balances between handwritten notes and digital apps to manage travel plans.

After trips, tends to feel relaxed, treating poor time management as something to adjust "next time."

Feels relaxed when the trip is not tightly scheduled.

Feels slightly frustrated when kids refuse to join certain activities.

Feels amused at the contrast between their "spontaneous" self-image and their actual detailed planning.

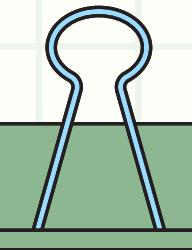
I rarely get stressed when something unexpected happens while I'm traveling.

50 years woman empathy map

FEEL

miro

07 Tensions, Contradictions, Surprises



Tensions

Different needs and preferences within the family (food, accommodation, destination) make coordination difficult.

Trying to save money by choosing cheaper, remote accommodations leads to long transfer times → tension between cost-saving and efficiency.

Too many sponsored reviews create conflict between trustworthy information and ease of information gathering.

there are many variables in the schedule, and sometimes extra time is left over.

When traveling, traffic congestion in unfamiliar places becomes a cause of schedule disruptions.

Once she starts preparing, she feels excited, but until she begins, she feels pressured.

She wants to enjoy good food, but worries that the recommendations might just be advertisements.

She wants to eat at famous restaurants, yet struggles with closures, queues, and misleading map information.

She feels excited about traveling but also burdened by the planning process.

If the people you're going to travel with don't offer any opinions, you plan alone and feel isolated and hopeless.

Contradictions

Although we gather members' opinions through the KakaoTalk voting feature, conflicts arise due to travel itinerary planning.

She says she doesn't enjoy planning, but still spends time checking reviews and schedules before trips.

She dislikes making detailed schedules, but also feels regret when plans fail due to lack of detail.

Enjoy the planning process, but simultaneously feels the full weight of responsibility while others simply follow.

She is not usually a very plan-oriented person, but when it comes to traveling, she makes detailed plans.

A trip to relax and build fellowship rather leaves them with severe fatigue, losing motivation for their next trip.

Planning makes you comfortable, but the process itself reduces the pleasure of travelling.

A trip without any plans almost led to conflicts, but at the same time, it became the most memorable travel experience.

Feeling a sense of fulfillment in unplanned, unexpected moments.

Believes time management is not a priority, but still organizes flights, hotels, and keeps written and digital records.

Surprises

The process of finding restaurants was the most stressful part for her.

When the travel plan was too tight, the disappointment of not keeping it was even greater.

The family's reactions cause significant mood swings for the person who planned the trip.

She packs her luggage using a single checklist that she always refers to.

The underlying cause of stress is not a tight schedule itself, but psychological pressure to meet the expectations of travel companions.

She felt like she was wasting time during travel due to long transit times.

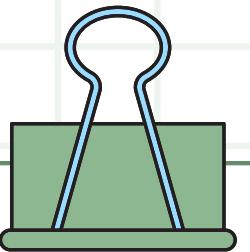
Food is the number one priority in her travels, even more than sightseeing.

when planning for trip, mainly use basic apps like the phone's default memo app, more than expected.

In general, We think thorough preparation is positive, but after the preparation is actually completed, fatigue comes and reduces the motivation to travel.

The reason planning a trip feels stressful is because the process feels like 'work.'

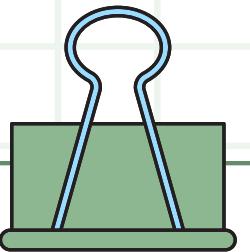
She hasn't swum for 11 years, yet dreams of going to Hawaii mainly to enjoy the sea and swim again.



08 Question, Inferences, Conclusion

Question

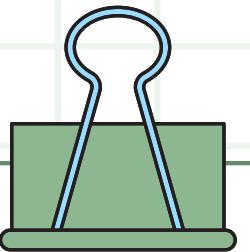
- 1) How can travelers minimize the impact of unexpected traffic congestion?
- 2) Why is finding and choosing candidate spots to visit during a trip so stressful?
- 3) Why does the interviewee find travel preparation more stressful than the trip itself?
- 4) Why do you feel a sense of pressure to satisfy the expectations of others?
- 5) Why does the interviewee dislike sponsored reviews when preparing for travel?



08 Question, Inferences, Conclusion

Inferences

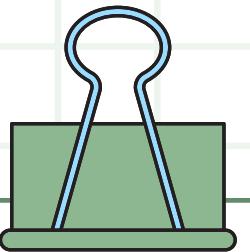
- 1) Since traffic congestion is an unavoidable factor, travelers need real-time alternative route search or schedule adjustment features.
- 2) The difficulty of coordinating opinions comes from the burden of having to satisfy the expectations and preferences of multiple people
- 3) Planning routes and finding reliable restaurants create heavy mental burdens.
- 4) The user's core problem isn't a lack of a good planning tool, but the emotional and psychological burden of being the sole responsible party.
- 5) Sponsored reviews are often biased and don't reflect real traveler experiences.



08 Question, Inferences, Conclusion

Conclusion

- 1) Traffic delays are inevitable and significantly affect schedules.
- 2) In trip preparation, information search tasks such as finding restaurants are key factors, and what is needed is reliable information.
- 3) Simplifying preparation with trustworthy information and tools would make her more willing to travel.
- 4) The user needs a way to transparently share the responsibility of travel planning with the group and relieve the psychological pressure that comes with it.
- 5) The interviewee needs a solution that filters out inauthentic reviews and highlights genuine traveler feedback, ensuring reliable information for travel planning.



09 Initial Insights/Potential Needs

Flexibility

addressing transportation conditions
at the destination

Filtering Review

A need for filtering out sponsored reviews to access genuine traveler feedback.

pressure to satisfy

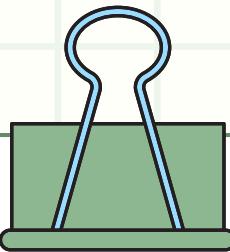
Easily and transparently share roles with group members and streamline the process of coordinating opinions

Decision-making

Supporting Trustworthy & Collaborative Planning

Simplified Planning

A need for a simple, reliable tool that eases preparation and enhances travel enjoyment.



10 summary

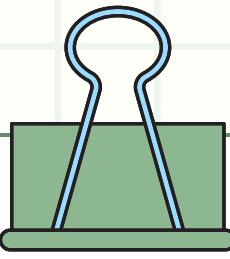
Since finding places can be stressful, it would be helpful to have a way to collect reliable information on my behalf.

During the travel preparation process, it would be good to find a way to avoid inappropriate or unreliable advertisements.

Traffic congestion is a major variable in travel schedules, requiring flexible responses and real-time adjustments.

A method that can simplify the preparation process will help travelers save time and reduce stress.

A trip planner often ends up carrying the burden alone. Creating an environment where fellow travelers can also take part in the preparations and share responsibilities would be helpful.



**THANK
YOU!**