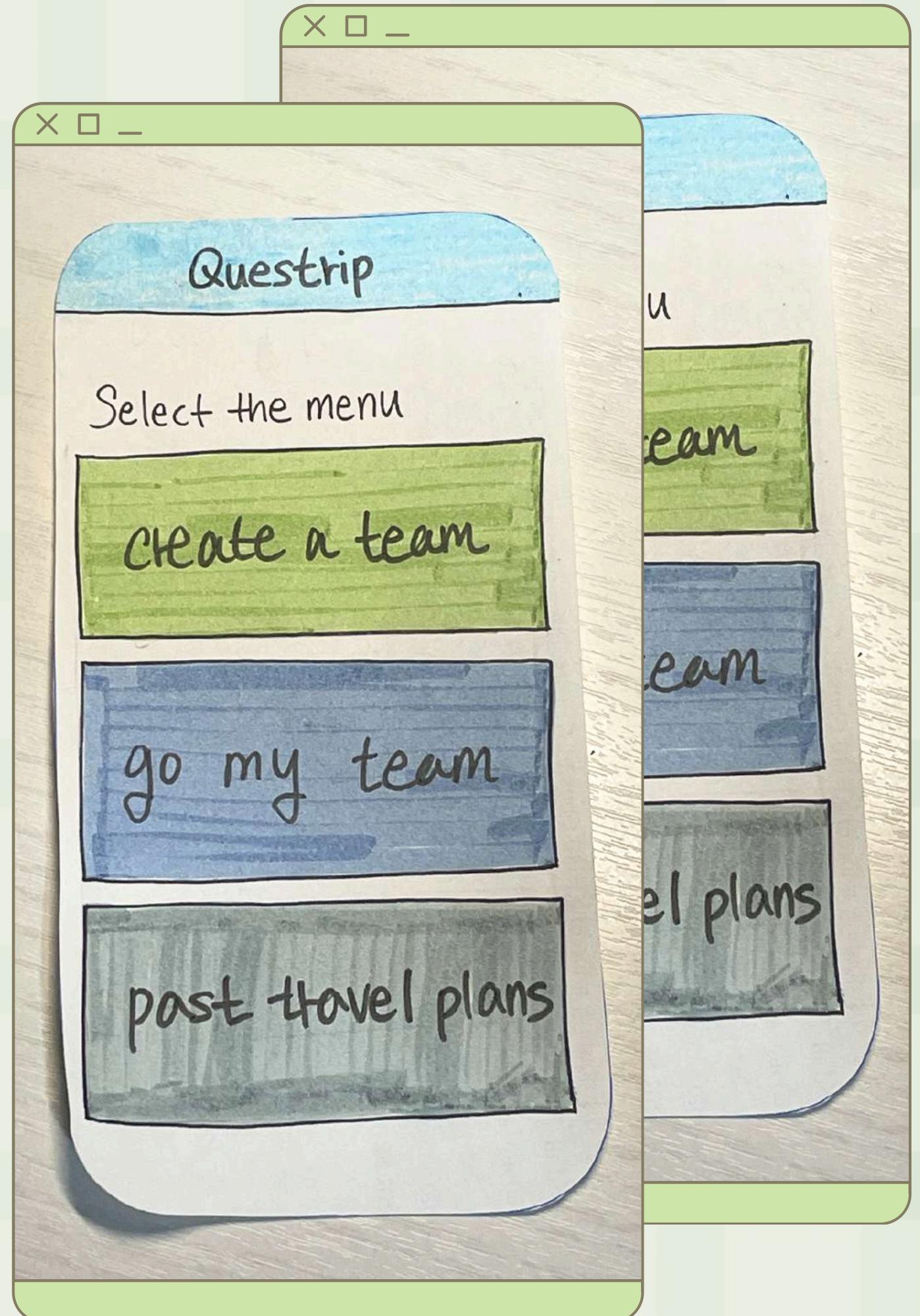




CONTENTS

- 01 OUR TEAM
- 02 OVERVIEW OF TALK
- 03 TEAM MISSION STATEMENT
- 04 LOW-FI PROTOTYPE STRUCTURE
- 05 3 TASKS & TASK FLOWS
- 06 USABILITY TESTING
- 07 RESULT & REVISED PROTOTYPE



OUR TEAM



Gyurin Kim

PPT Creation



Ran Yook

PPT Creation



Yunsoo Woo

PPT Creation



Eunsom Kim

PPT Creation



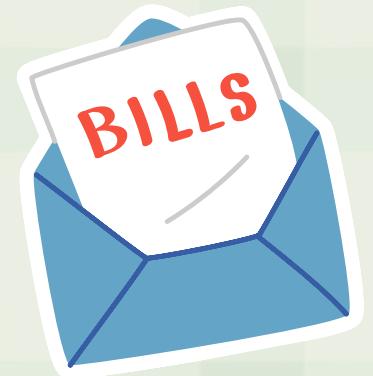
Yeonwoo Kim

PPT Creation

OVERVIEW OF TALK



- Travel planning burden → our insight
- Turning planning into a game
- Prototype + user test
- What worked / what didn't
- Improved prototype & key learnings

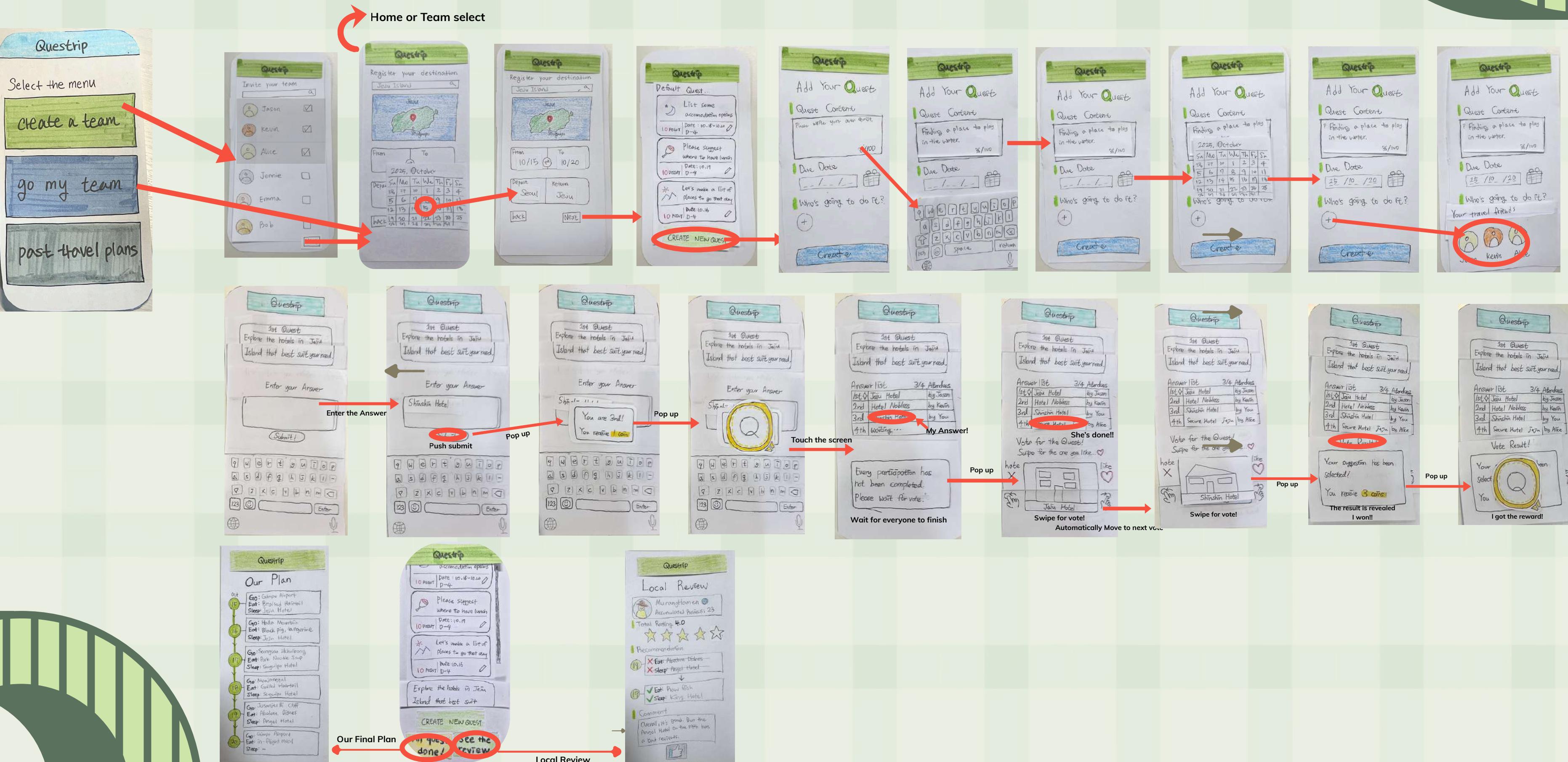


TEAM MISSION STATEMENT

We create a collaborative travel planning experience that shares the burden and turns the planning process into something enjoyable.



LOW-FI PROTOTYPE STRUCTURE





3 TASKS & TASK FLOWS

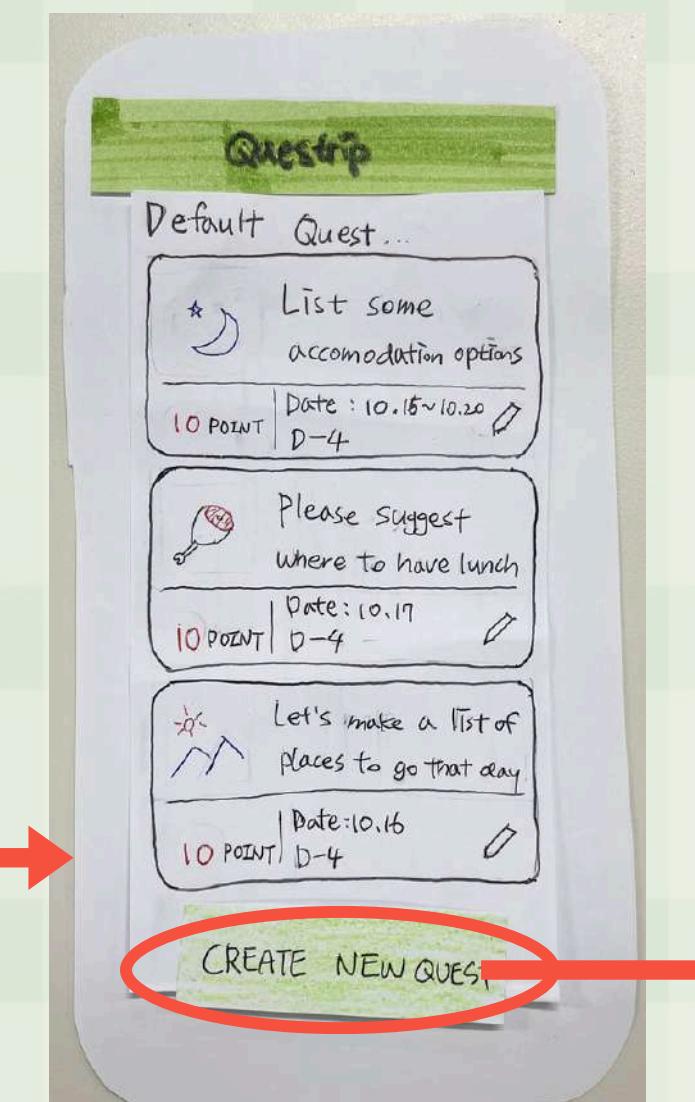
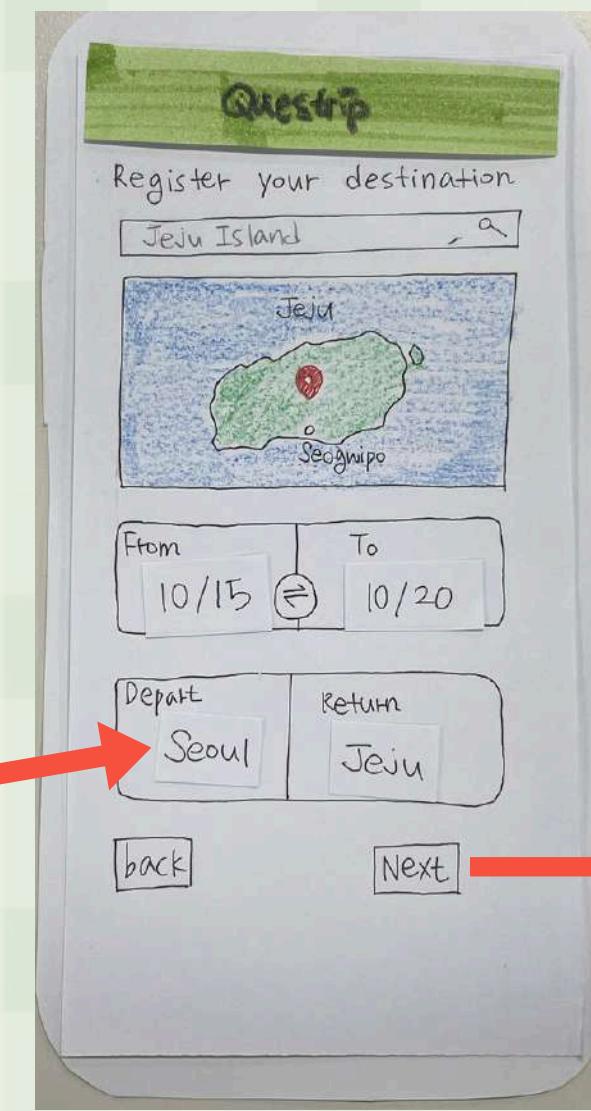
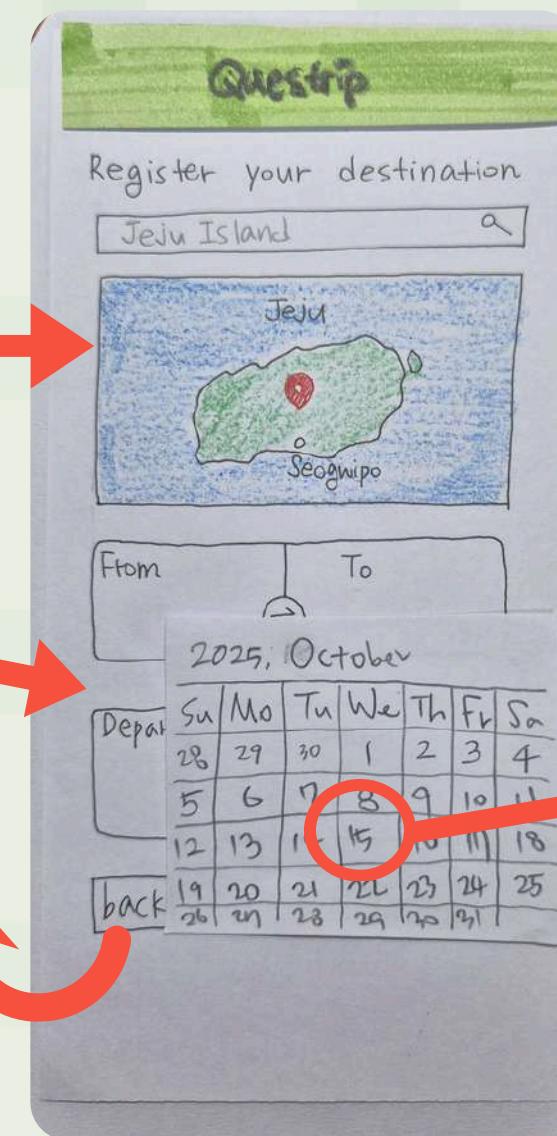
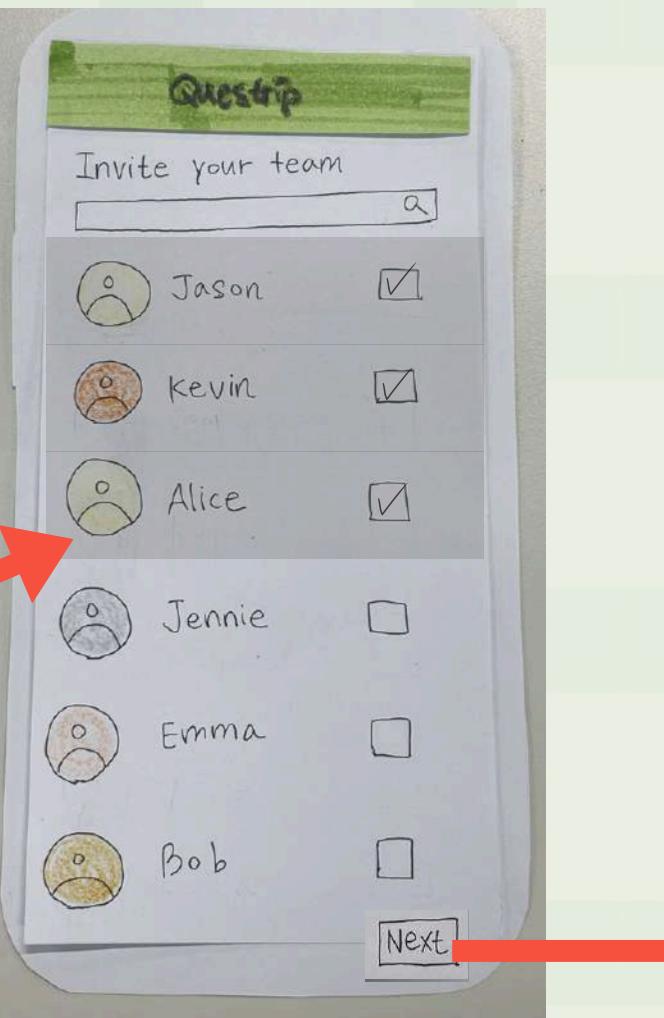
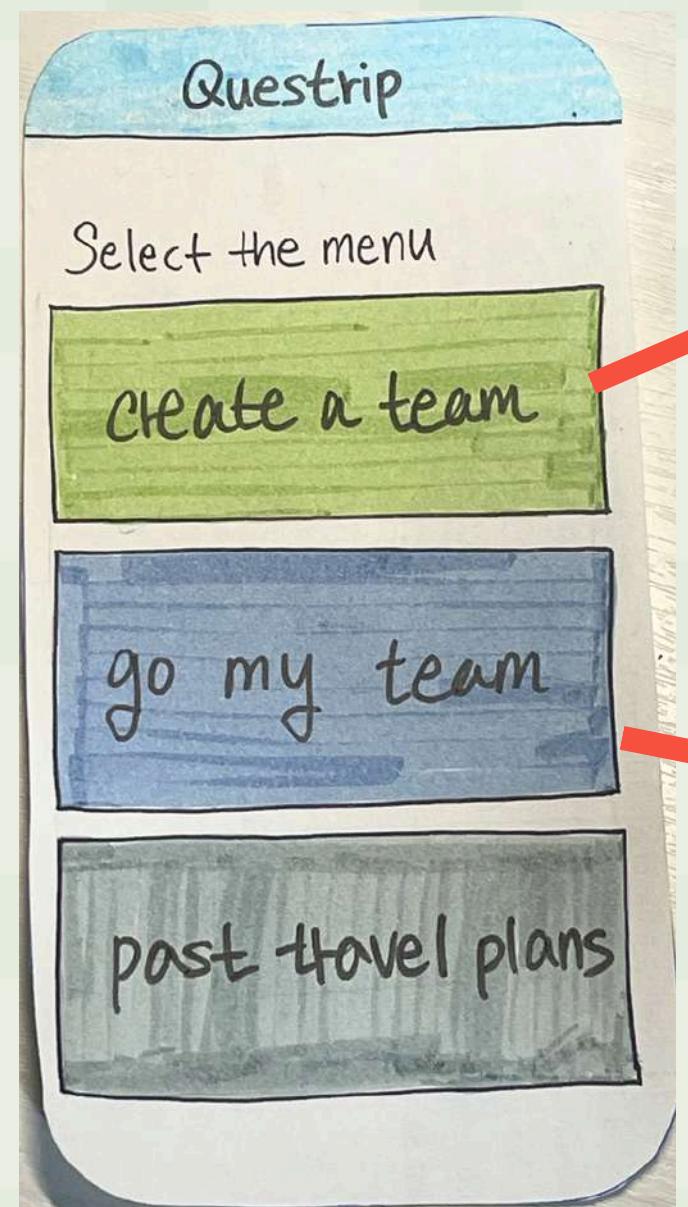
simple, moderate, complex



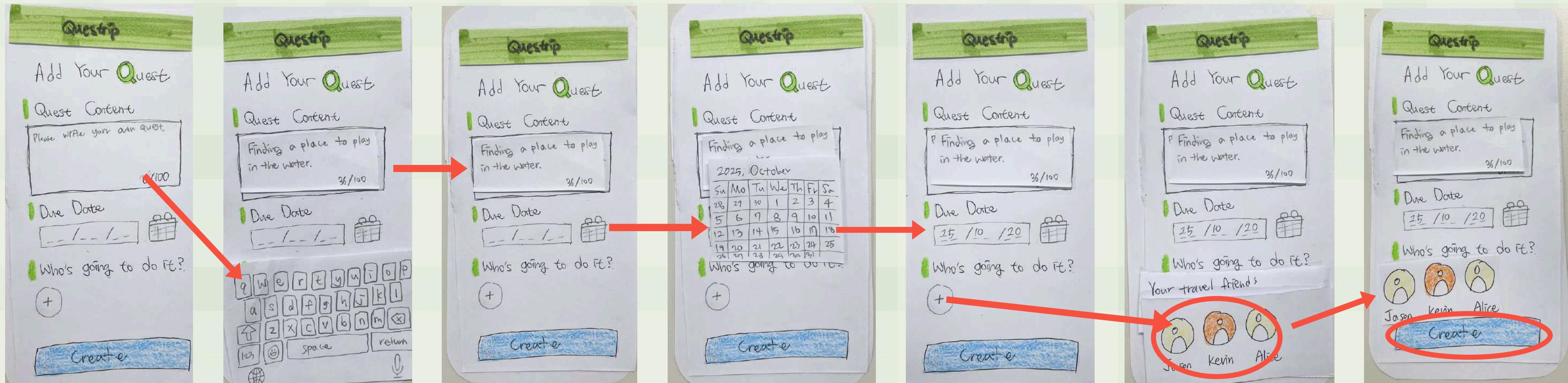
SIMPLE TASK

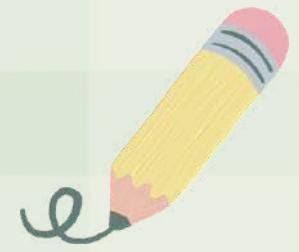
Creating a new quest

CREATING A NEW QUEST



CREATING A NEW QUEST

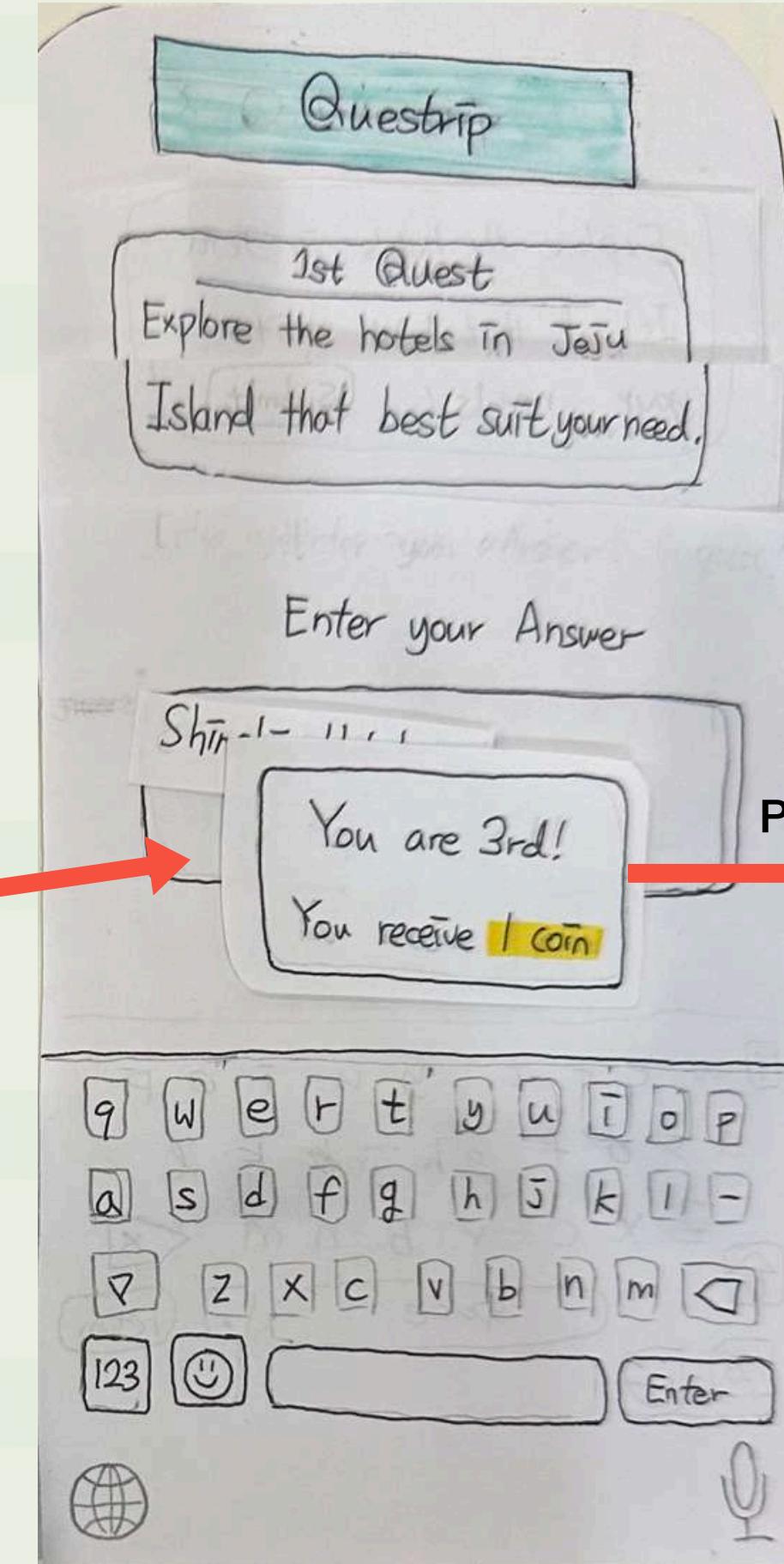
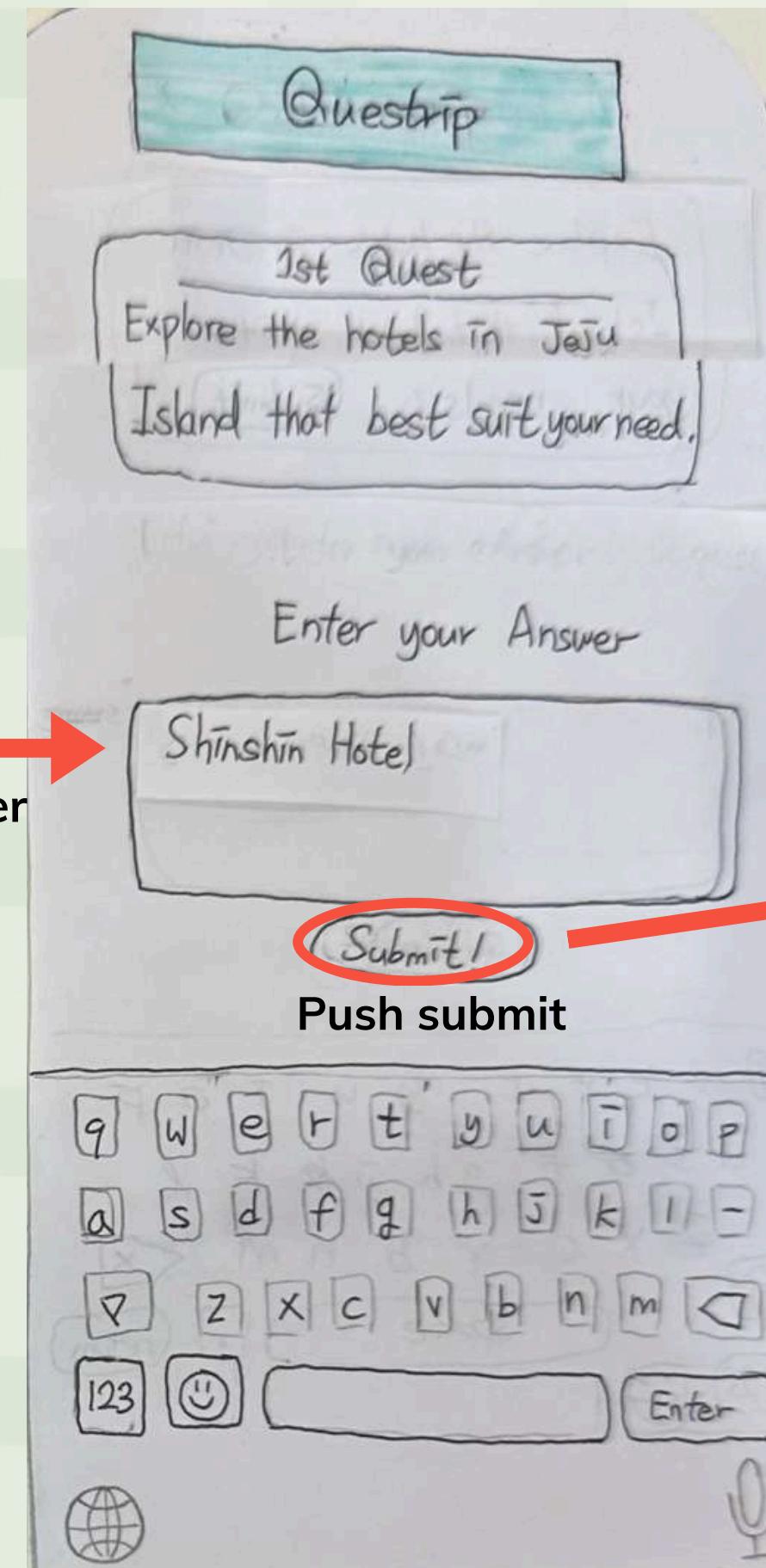
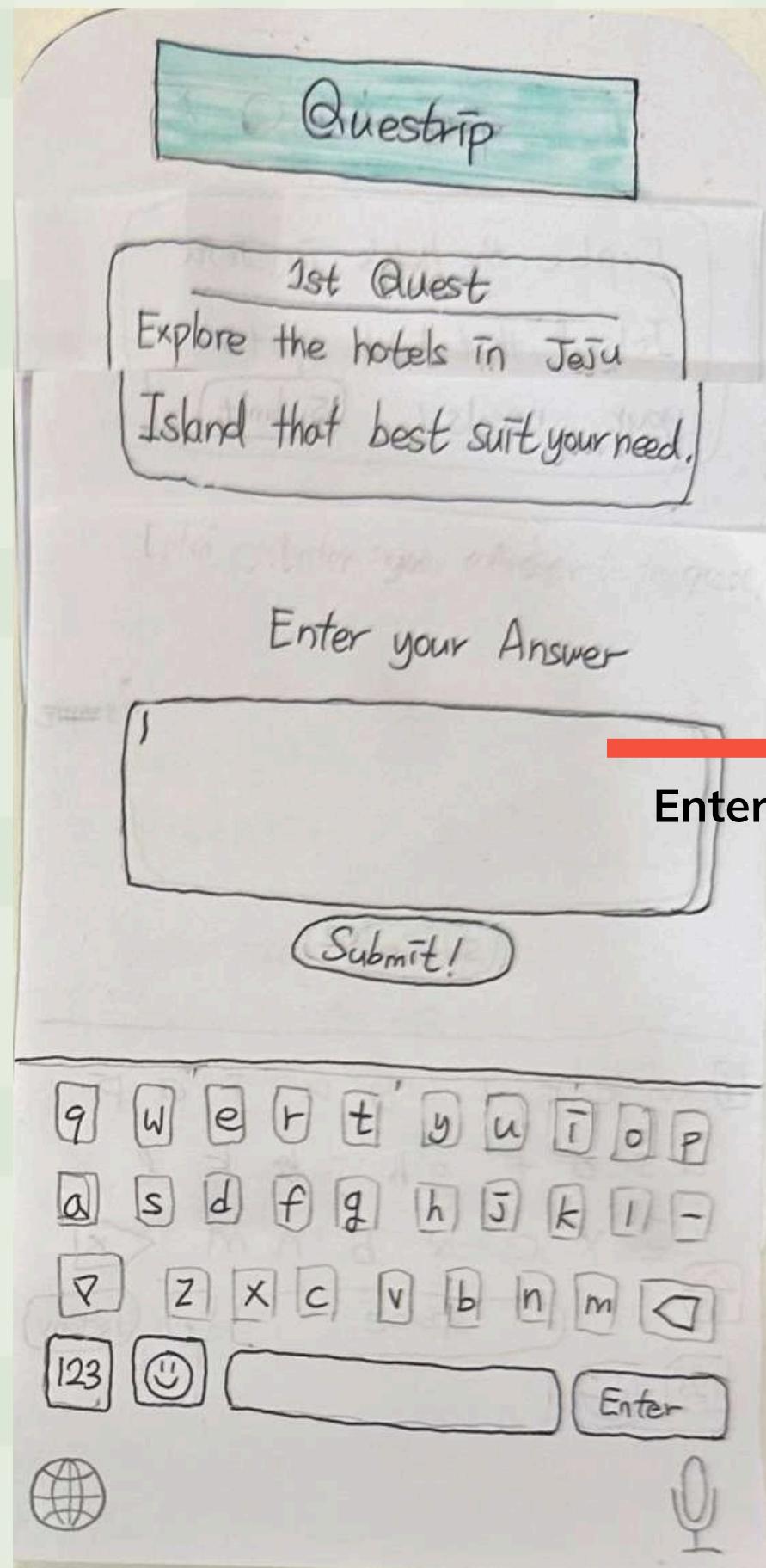




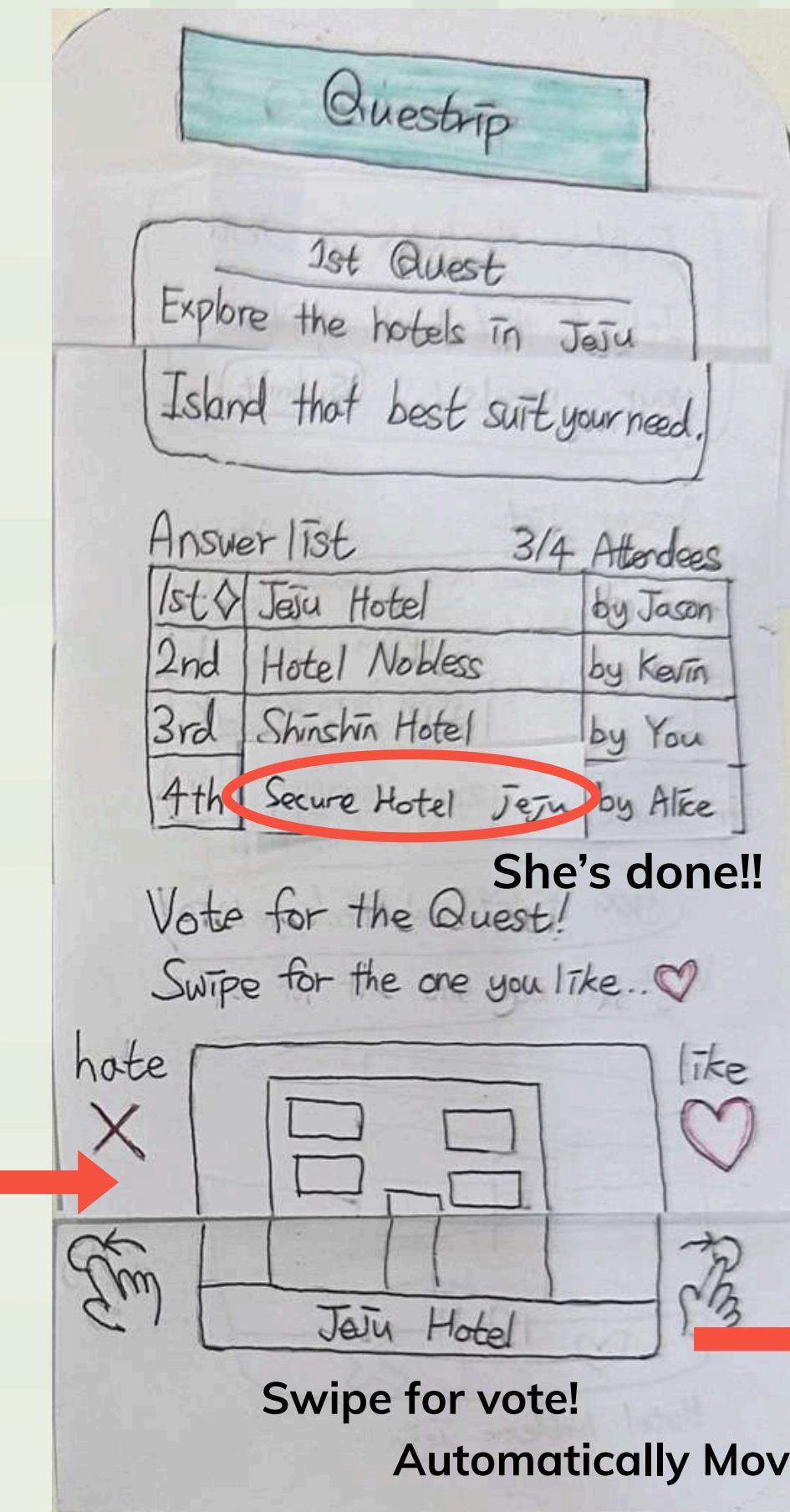
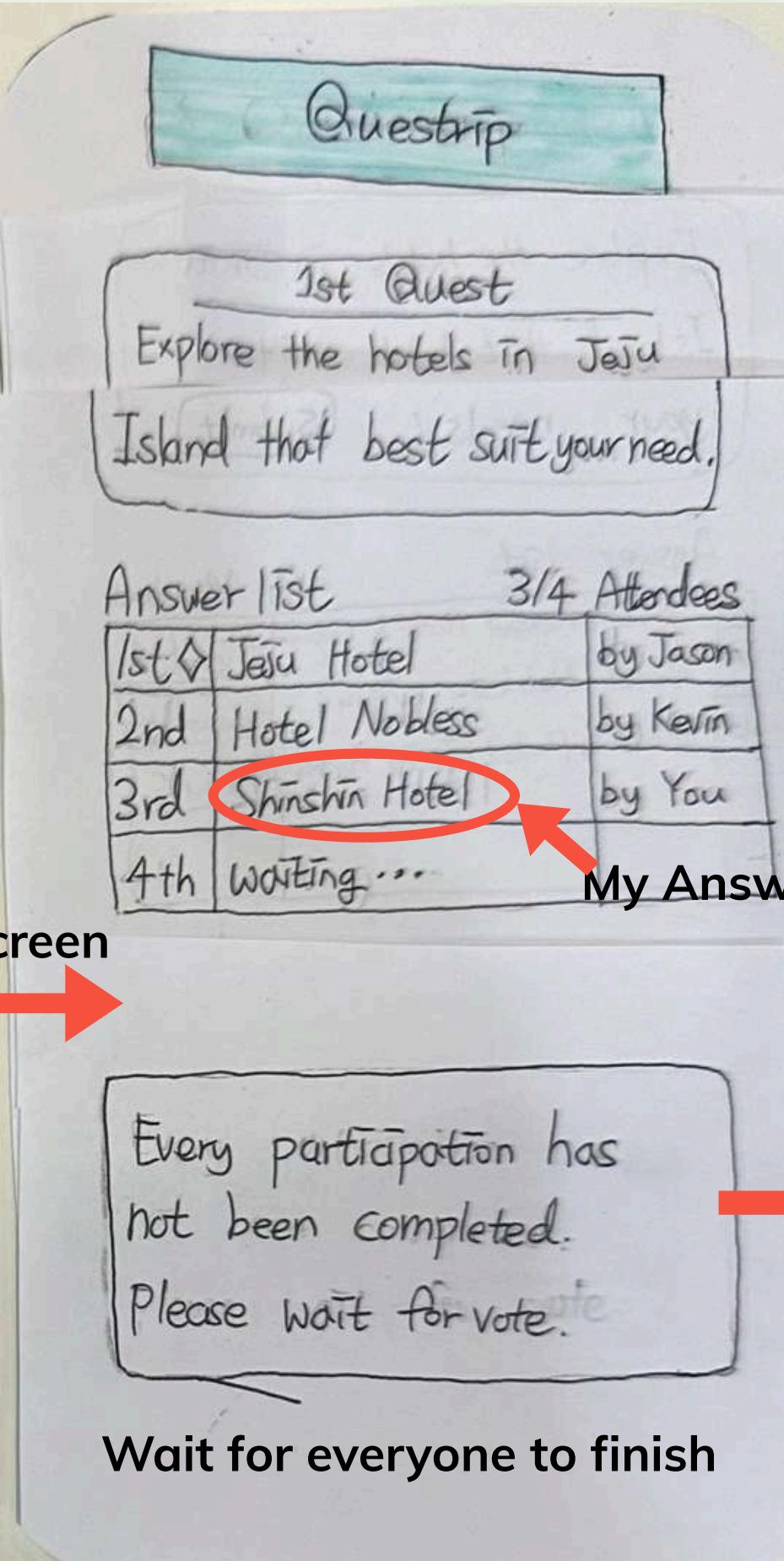
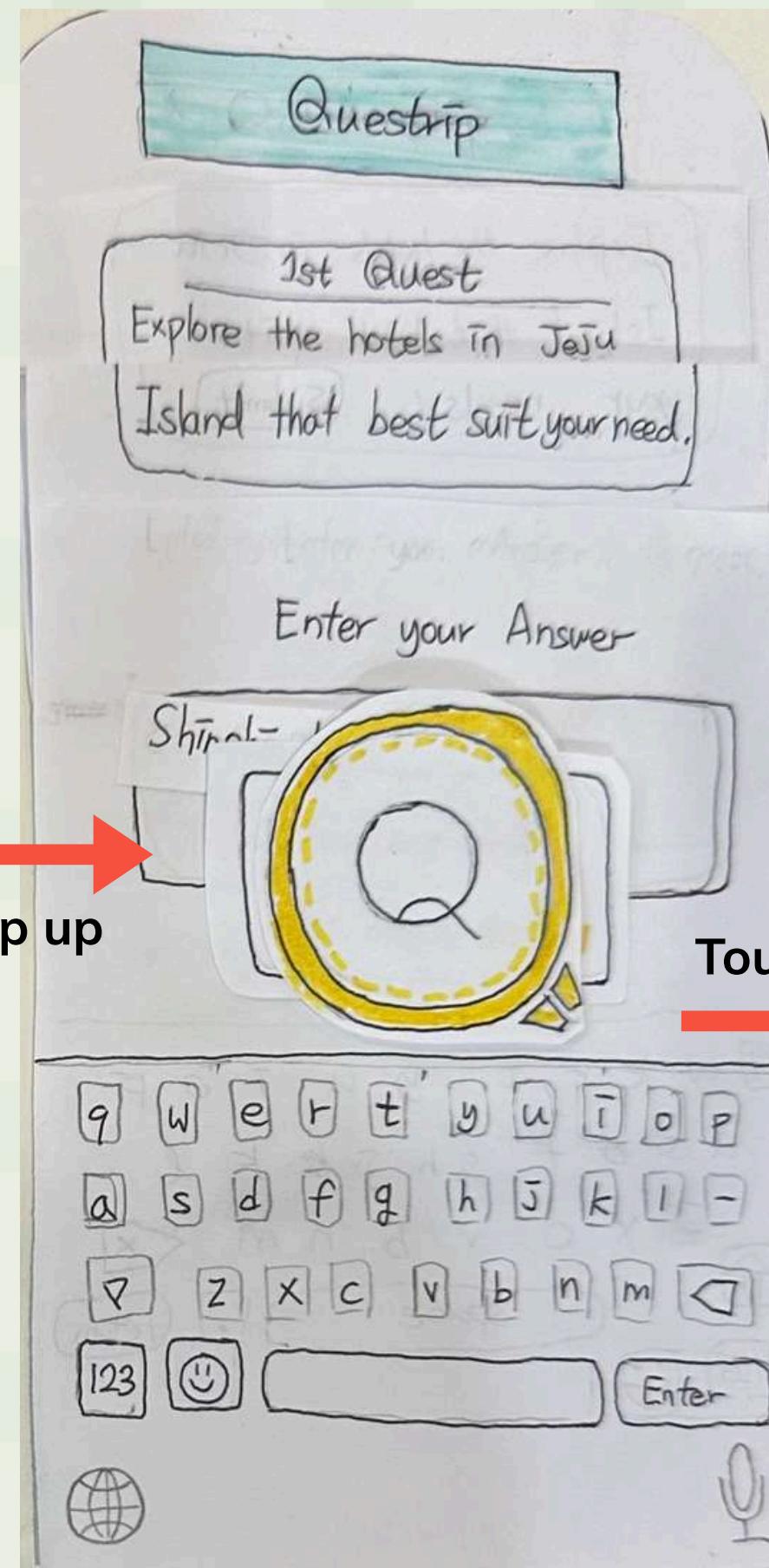
MODERATE TASK

Do quest and vote for Award

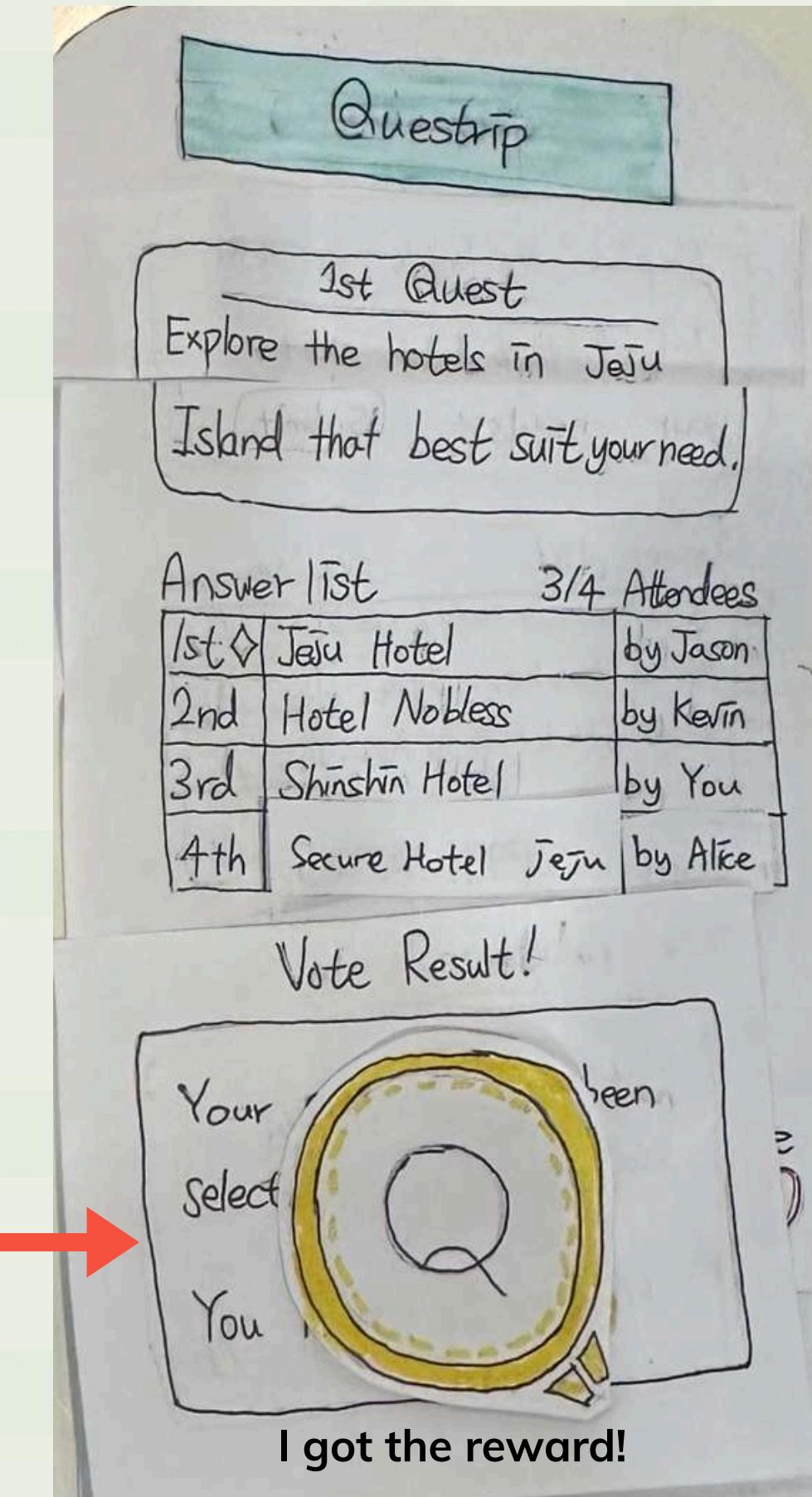
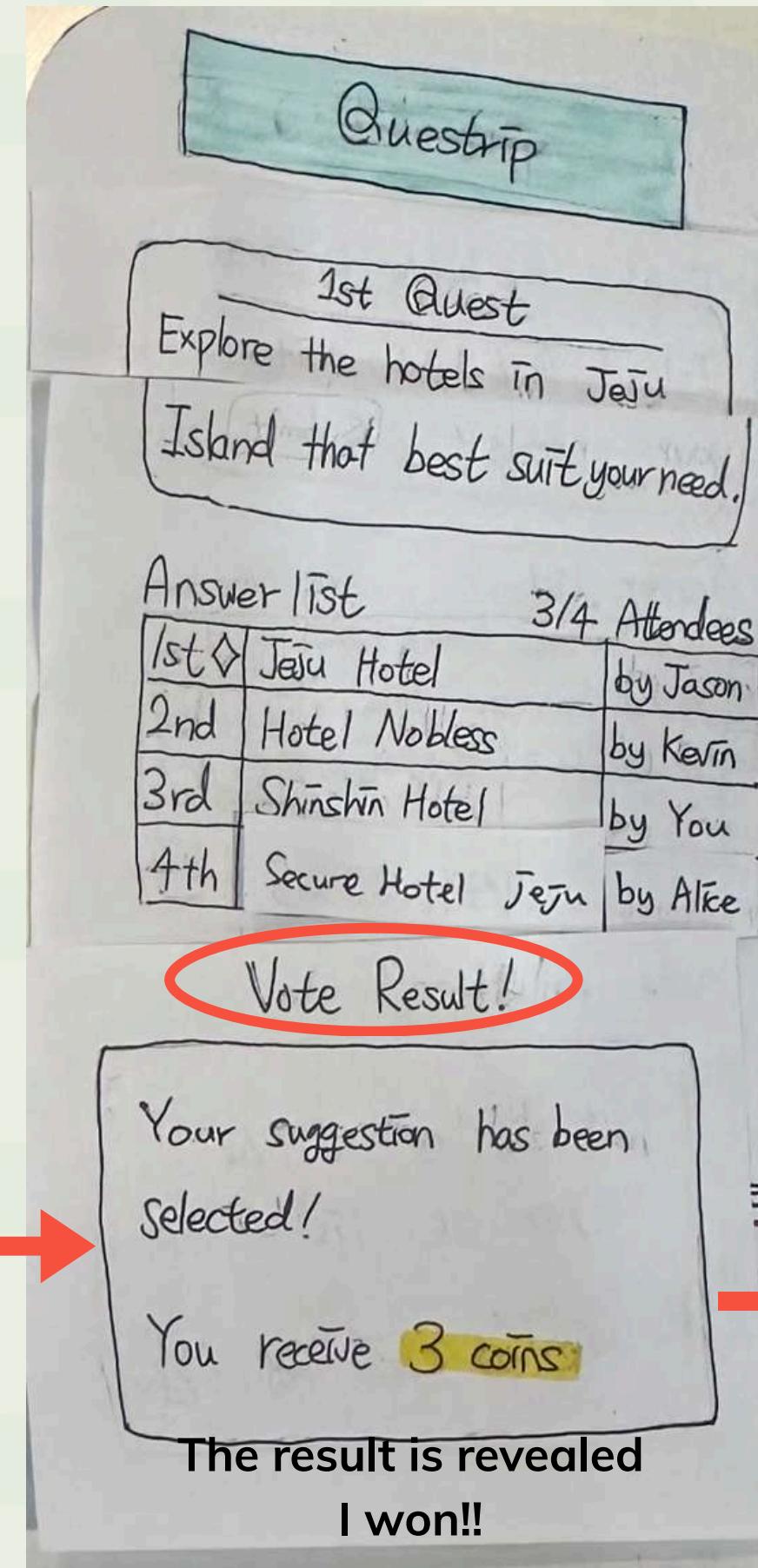
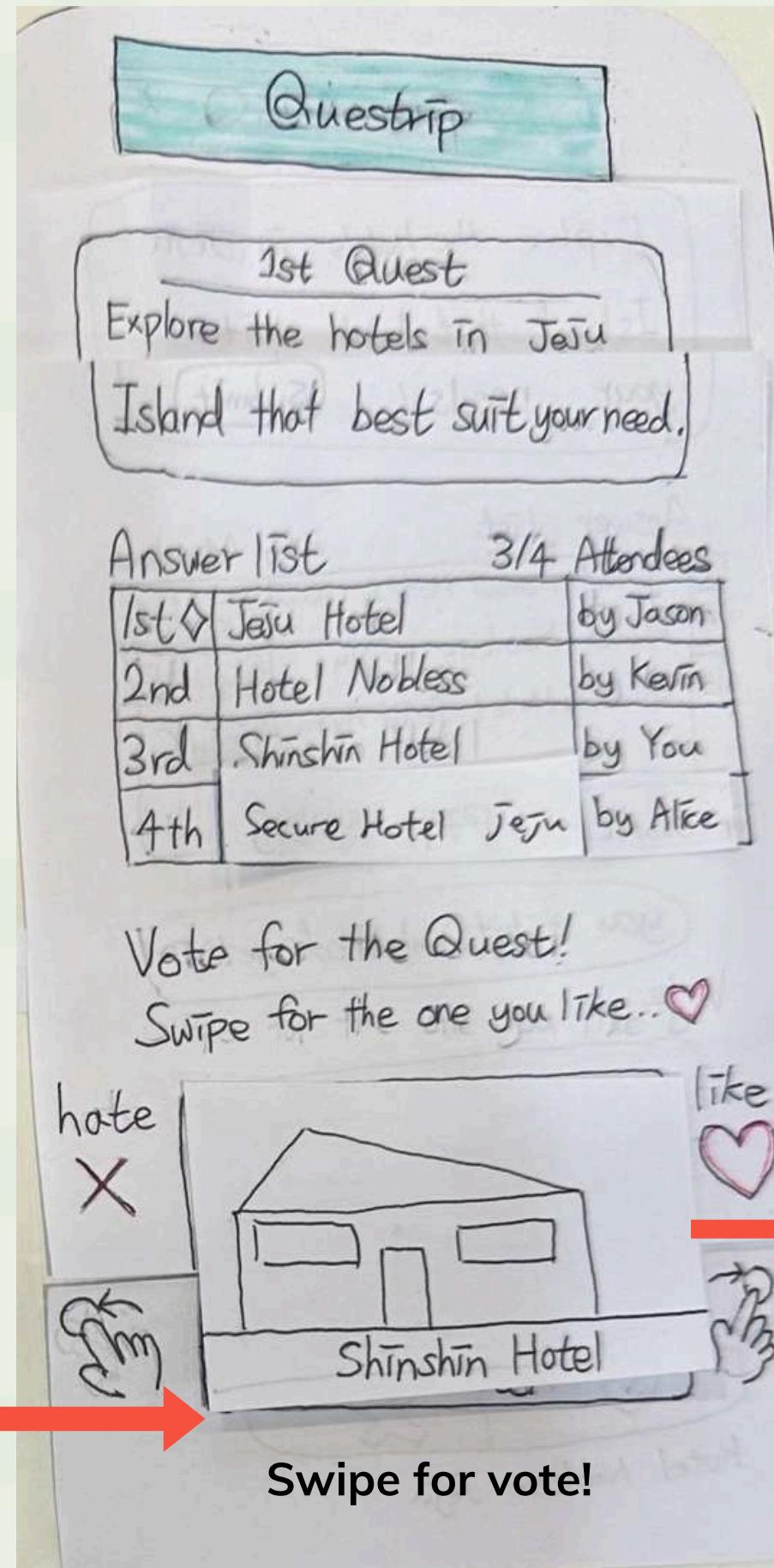
ANSWER THE QUEST & GET REWARD



SWIPE FOR VOTE!



GET THE MOST VOTES TO GET REWARD

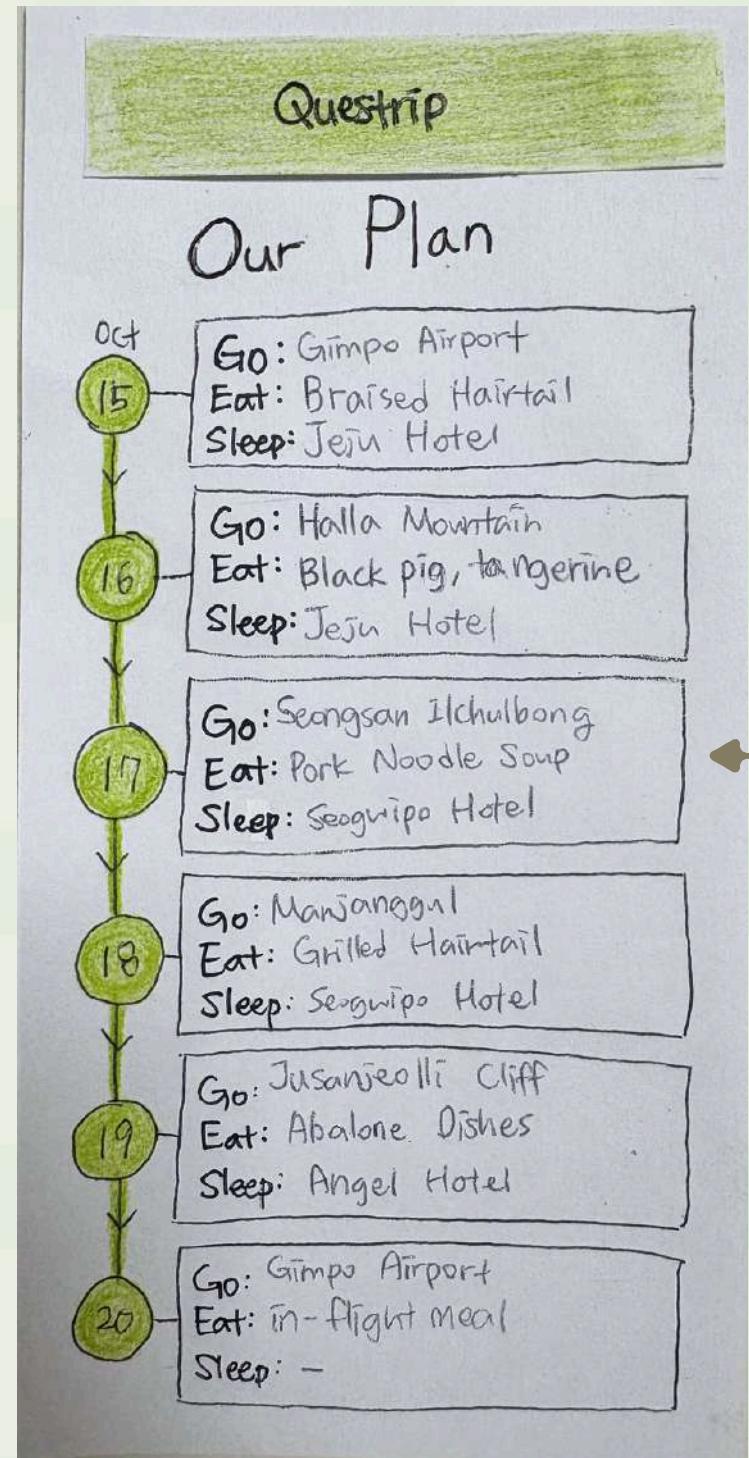




COMPLEX TASK

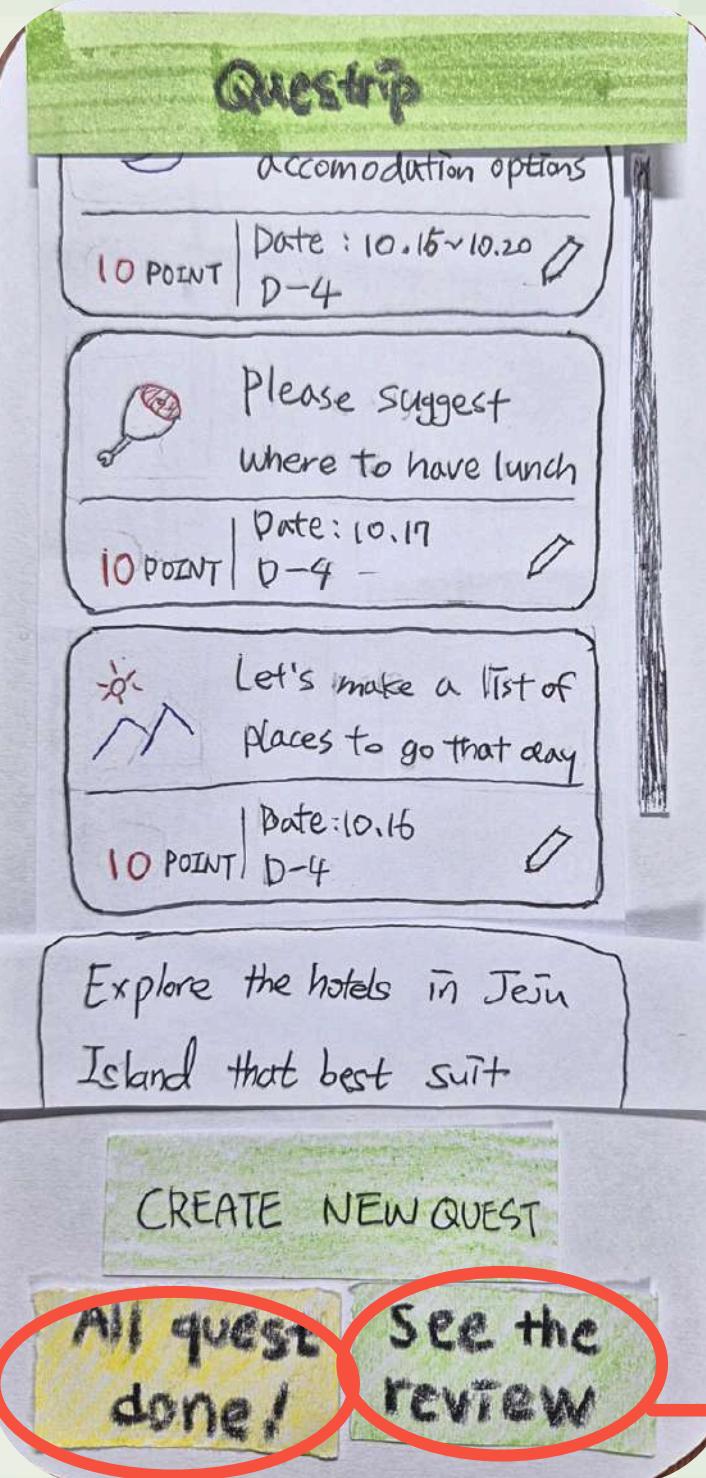
Get local feedback

GET LOCAL FEEDBACK



A plan for where to go, what to eat, and where to sleep every day created by the quest

Our Final Plan



Who did the review

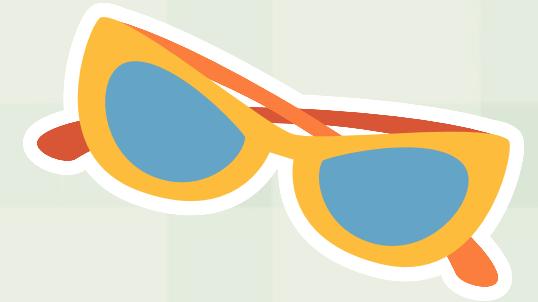
A rating of a plan

Recommendation:
What do you want us to change

Comment

Local Review





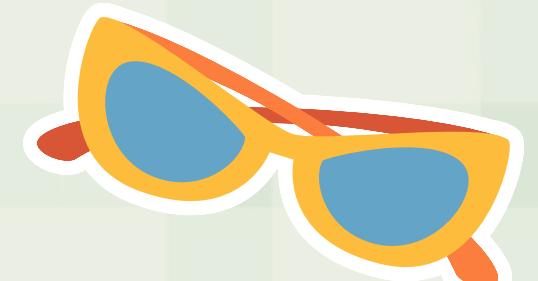
USABILITY TESTING

Testing The Tasks





PARTICIPANTS



Soyoung

Ewha student
22 years old
CSE major



Eunseo

Ewha student
23 years old
CSE major



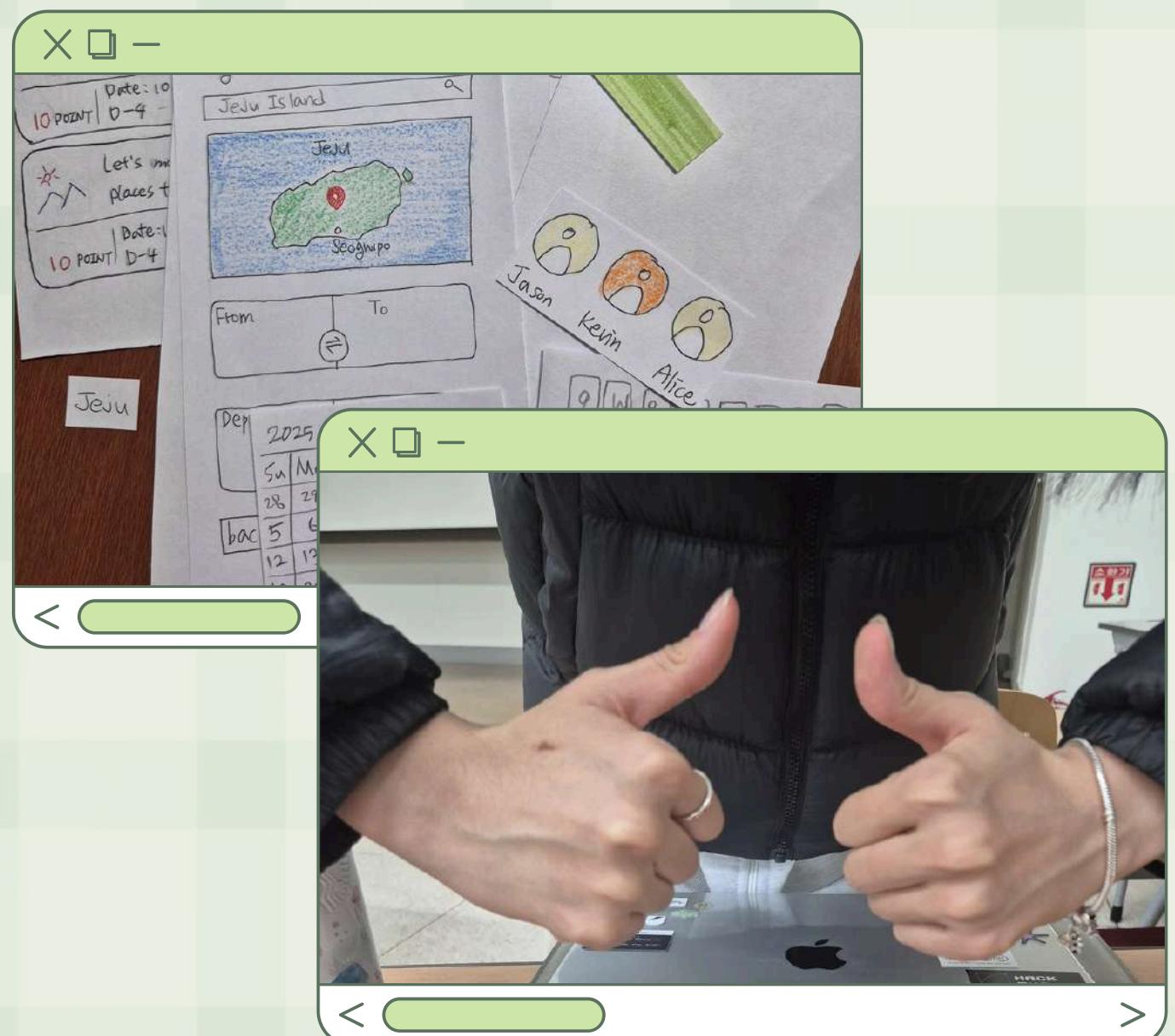
Miyoung

Housewife
52 years old





TEST SETUP



Test Method

In-person user testing
using a paper prototype (low-fi)

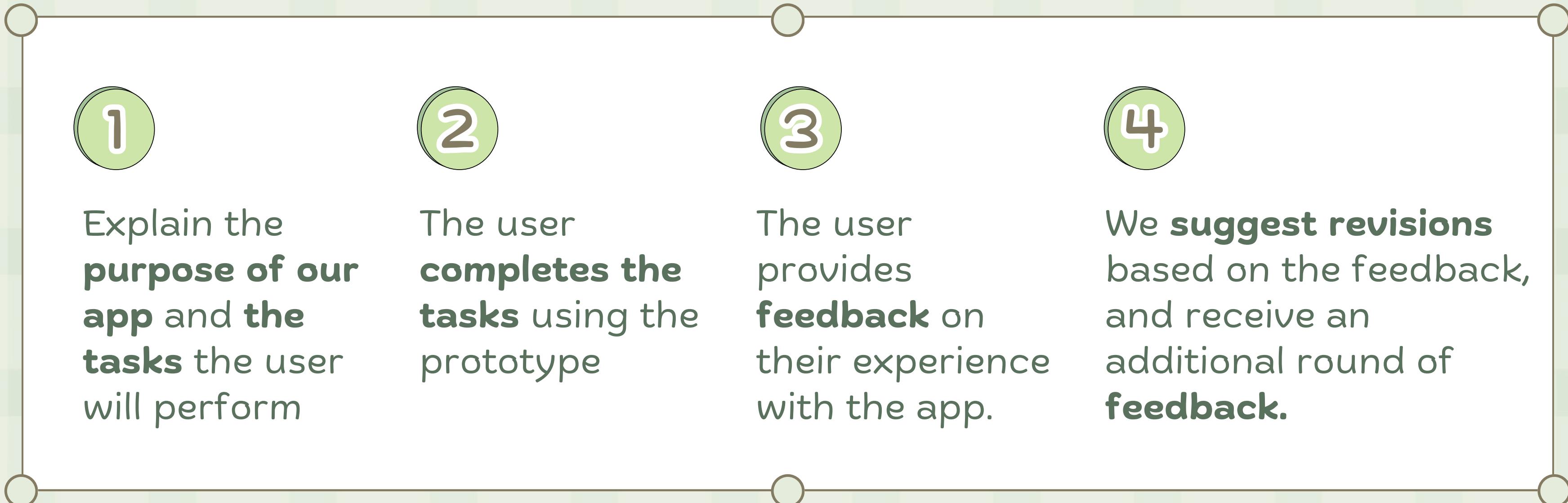
Facilitation

2 team members
conducted the session
(1 member in Miyoung's case)

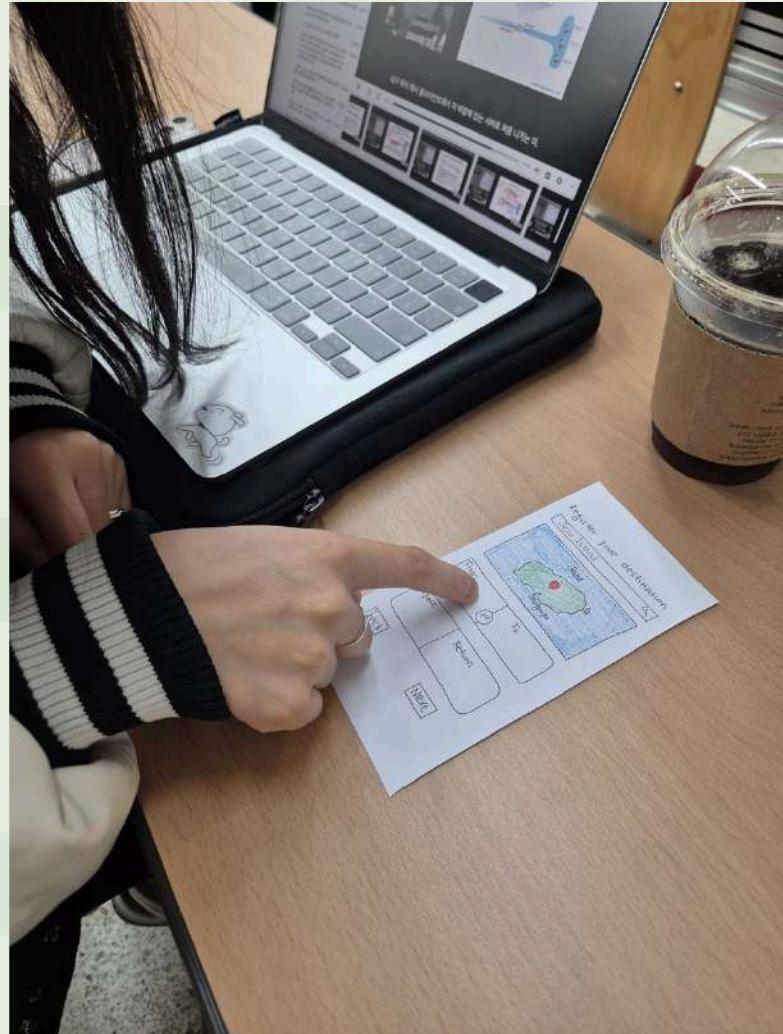
Conditions

Approximately 5 minutes,
No compensation

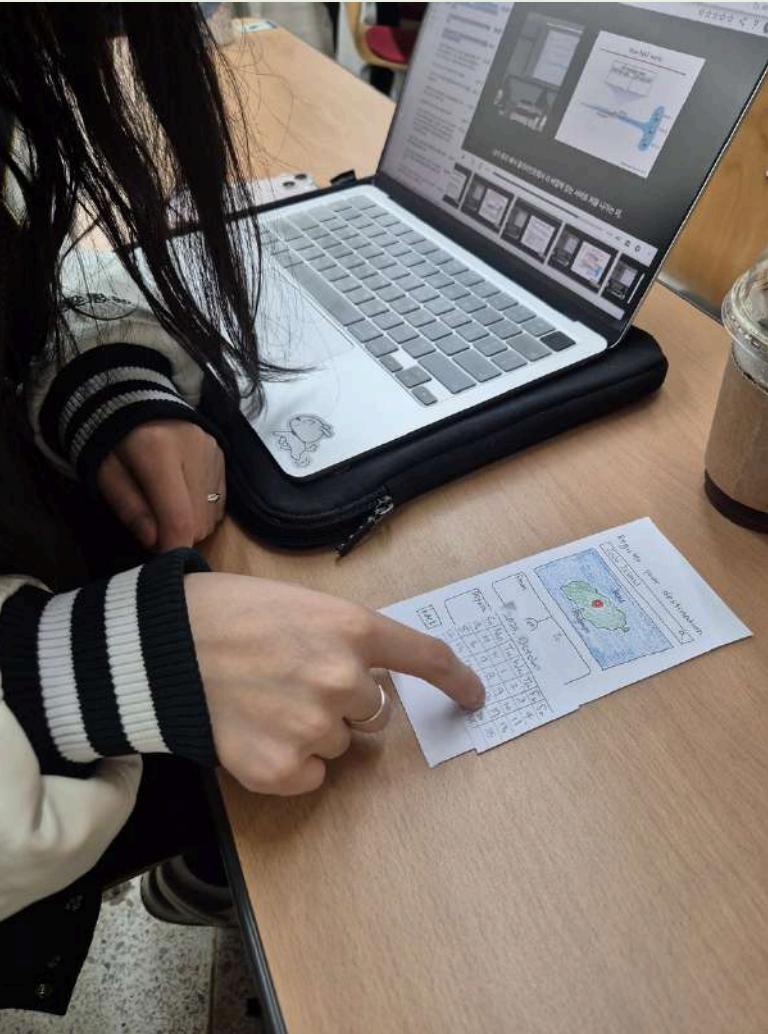
PROCEDURE



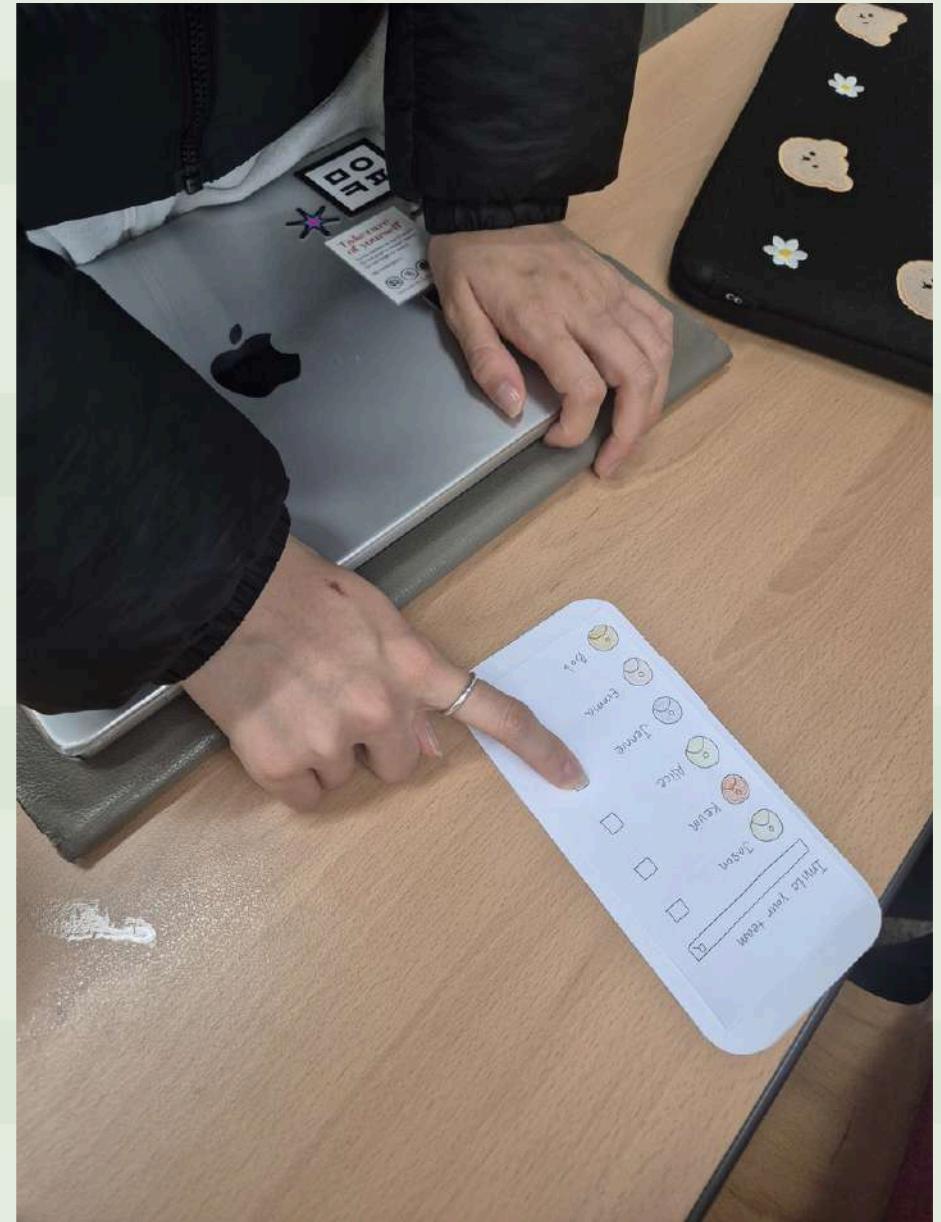
PROCEDURE



Eunseo



Soyoung



Miyoung





RESULT 8

REVISED PROTOTYPE

after review

RESULTS: TIMING



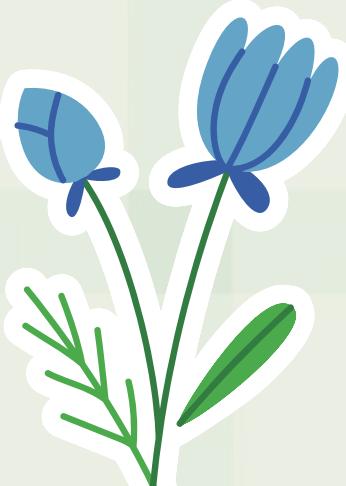
1. Creating a new quest



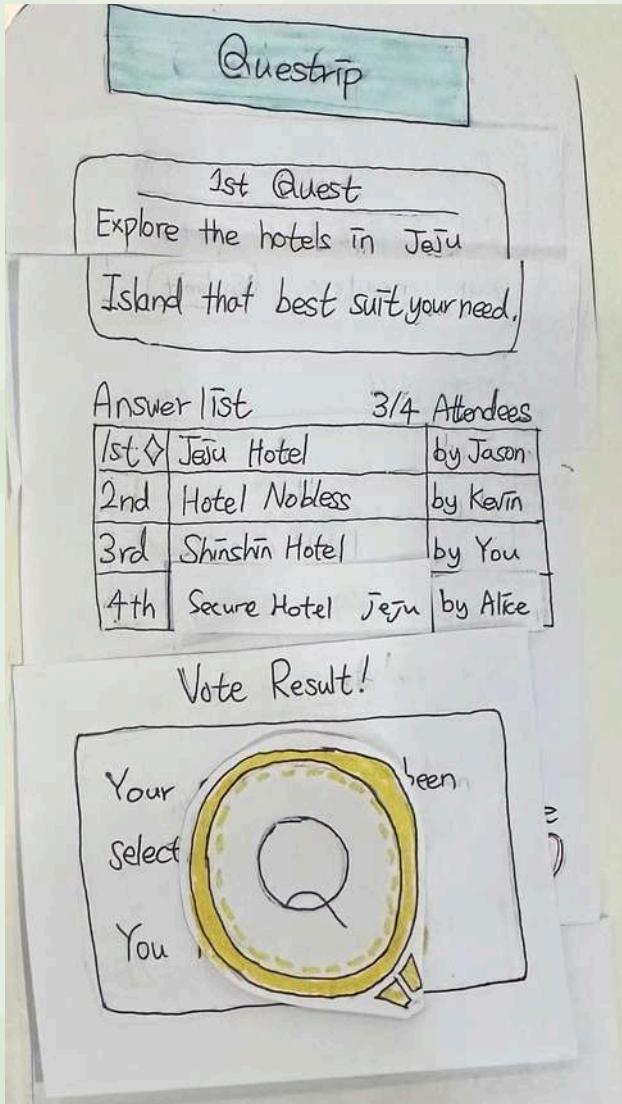
2. Completing a quest and receiving reward



3. Receiving reviews from locals



RESULTS: SUCCESSES



- The **reward** is immediately **recognizable**.
- The reward increases **motivation** to complete the quest.
- Local reviews are easy to access and view.
- The final travel plan is easy to check.



RESULTS: ERRORS



Navigation Mishaps

- There is **no back button** or **back-swipe** functionality to return to the previous page across **the entire app**.
- Is there **no navigation bar**? How am I supposed to return to the home screen?

RESULTS: ERRORS



Additional or exceptional cases are not considered.

- Is it **not possible to create multiple teams**? Where can I see the teams I have previously created? Does the "**Go my team**" button refer to **only one past team**?

- There is **no warning or interruption** when **required fields are missing**.
- Are the people I can invite limited to **team members only**? The explanation is insufficient.

RESULTS: EXPRESSED WANTS

Trust & Scalability



- **Expand Local Reviewers**

I want verification from **multiple local experts/residents**, not just one, to increase credibility.

(Including a re-matching function for locals)

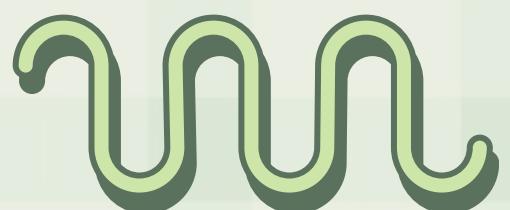
RESULTS: EXPRESSED WANTS

Interaction & Connection



• Local Chat Request

Users should be able to directly **request a chat with the local expert** who provided verification, to get extra information or express gratitude.



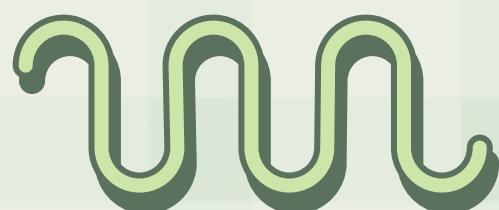
RESULTS: EXPRESSED WANTS

System Status Visibility



• Quest Progress Status

I want a feature that clearly displays the progress status, such as '1/4', '2/4' completion counts, or a Progress Bar, when creating and executing quests.



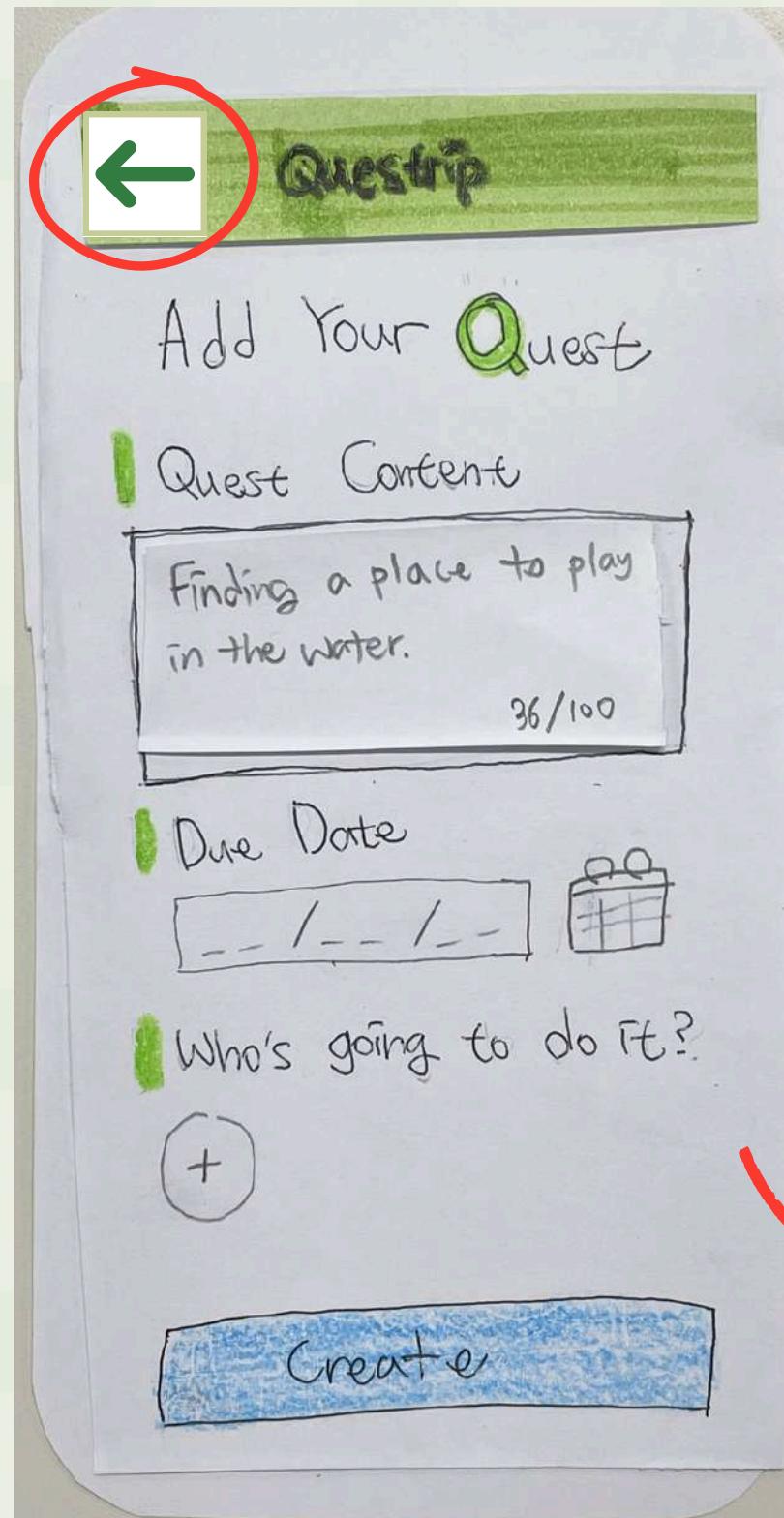


IMPROVEMENTS

Reflect feedback and change UI

IMPROVEMENTS (1)

NAVIGATION & ERROR PREVENTION



1

Add BACK button

A clear BACK button should be added to all screens to allow users to easily return to the previous step or cancel an unwanted action.

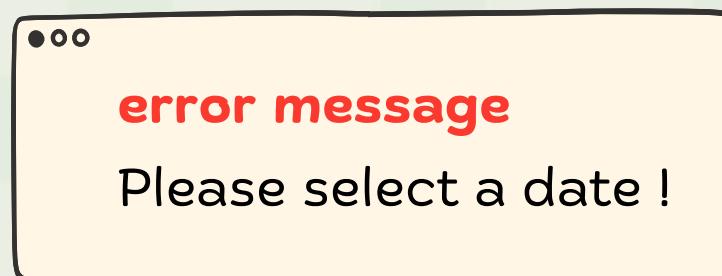
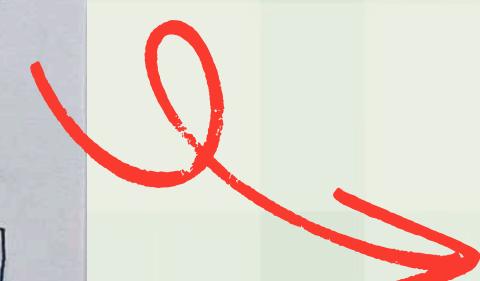
#User Control and Freedom

2

Error Handling for Missing Fields

If required input fields are omitted during quest creation/execution, the system must immediately display a specific error message

#Error Prevention #Error Recovery



IMPROVEMENTS (2)

STRENGTHEN LOCAL MATCHING



3

Multiple Local Verification

Must add a re-matching or multi-request function to get feedback from multiple local experts/residents, instead of just one.

#Credibility & Robustness

4

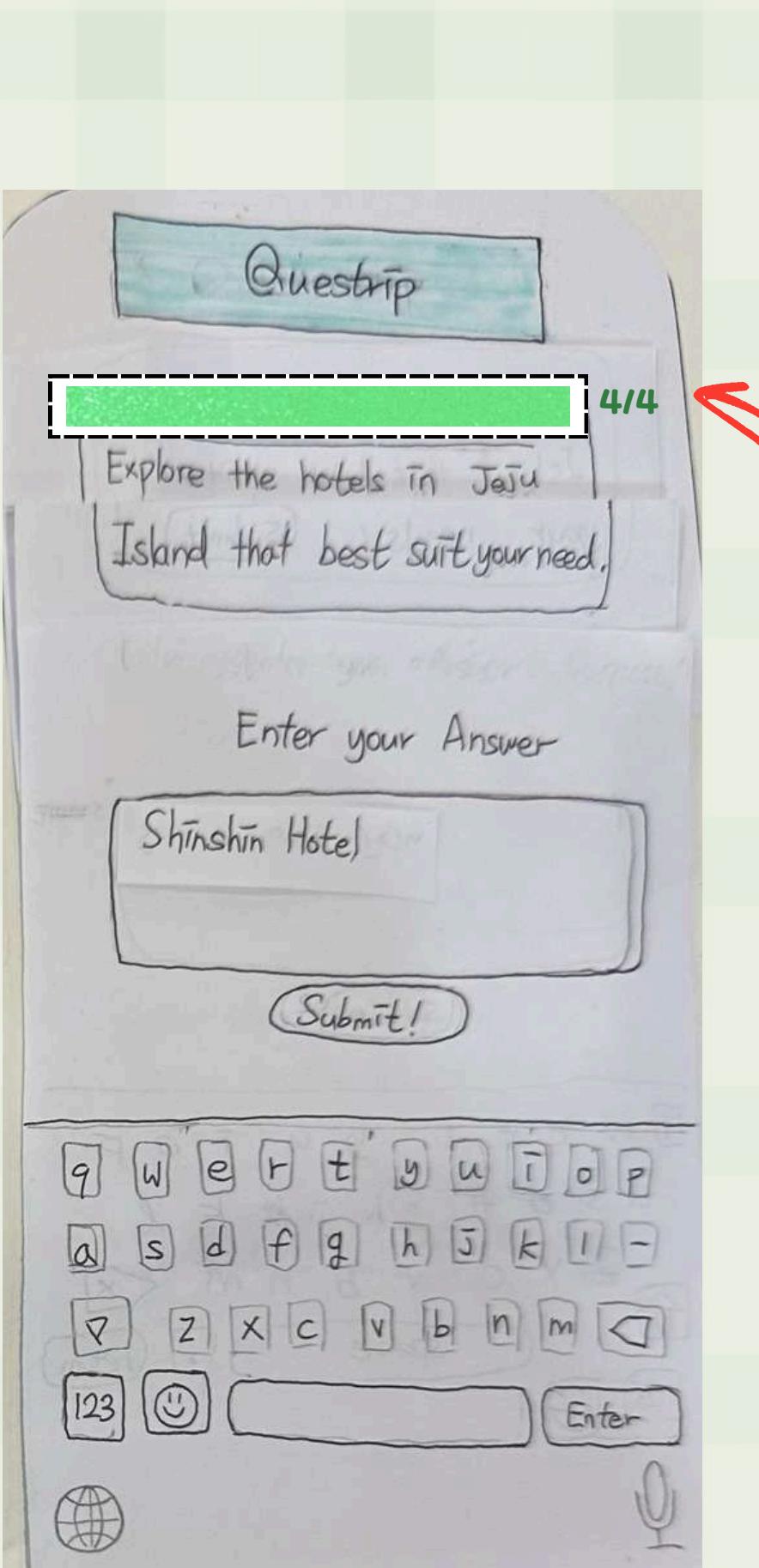
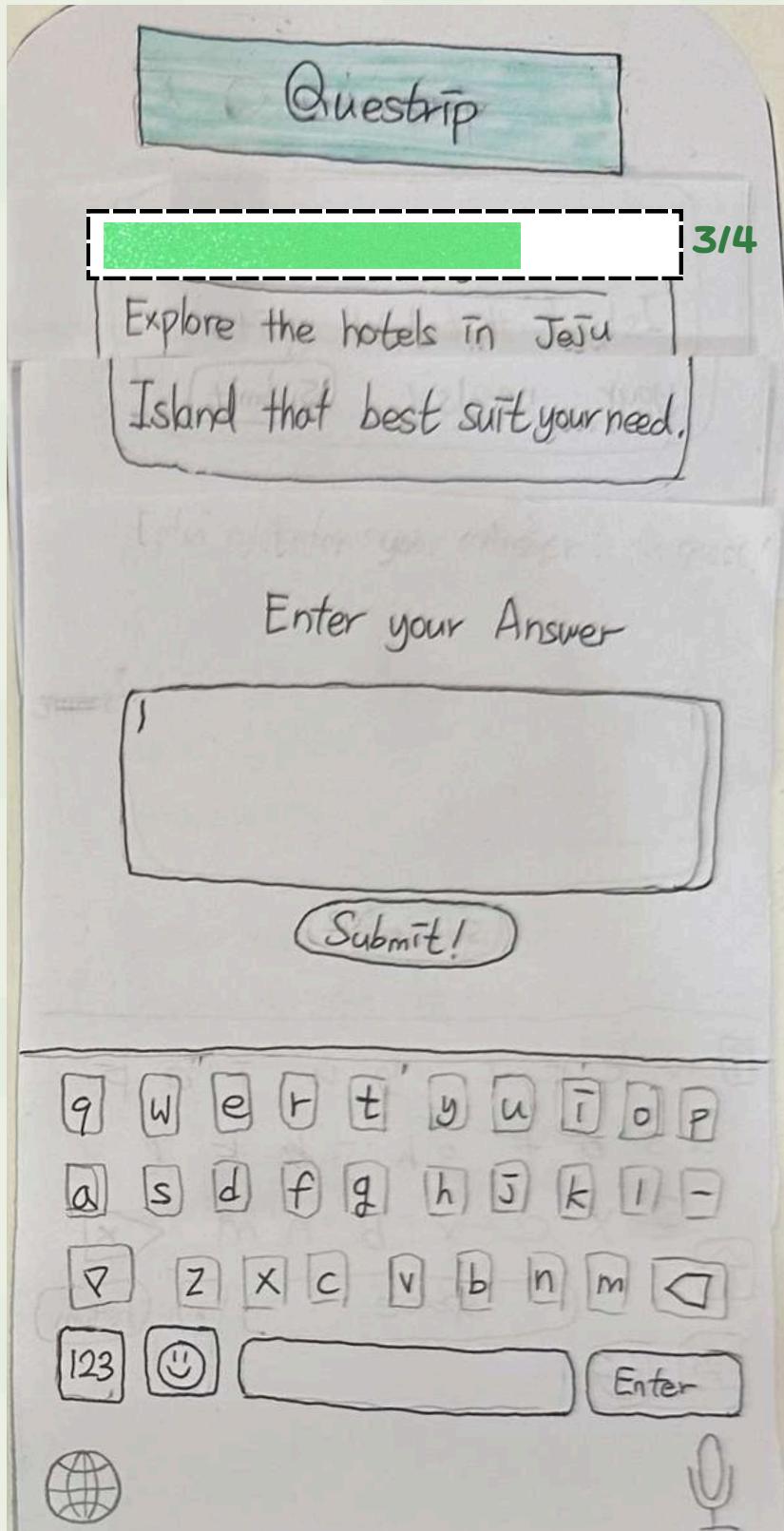
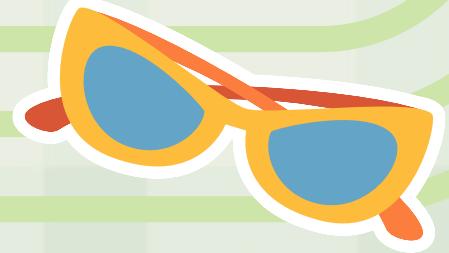
Local Chat Request Feature

Users should be able to directly request a chat with the local expert for follow-up questions and appreciation.

#Deep User Connection

Is there a place around the king hotel where we can see the night view?

Of course. Hold on



IMPROVEMENTS (3)

DISPLAY STATUS

5

#Visibility of System Status

Add a Quest Progress Bar

Must clearly show the status of quest creation/execution using a progress bar or step counting



SUMMARY



1

Key Learnings Gamification and rewards increased user motivation, while the intuitive voting flow reduced planning stress and decision fatigue.

2

Pain Points & Errors Identified

- no back button
- no navigation bar
- not possible to create multiple team
- no warning when required fields are missing.

3

Improvements Implemented

- Added a Back button
- error messages
- multi-local verification
- local chat request
- clear quest progress indicators

