

Experience Prototypes

Team 8



EWHA WOMANS UNIVERSITY

Human-Computer Interaction (01)

The core requirements of interviewees are to eliminate the burden of being responsible for travel planning alone, and to share roles easily and transparently with group members to relieve the psychological pressure of "satisfying everyone." To address these requirements, we propose innovative solutions.

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Human-Computer Interaction (01)



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TEAM 8

Our Team

It's our team members and roles.



Gyurin Kim

Prototype test,
PPT Creation



Ran Yook

PPT Creation : Our Topic &
Team Members & Solution



Yunsoo Woo

Prototype test,
PPT Creation



Eunsom Kim

PPT Creation :
POV, HMW



Yeonwoo Kim

PPT Creation :
Final solution, Summary

TEAM 8

Our Topic

Let me introduce our time-related topics.



Travel preparation time management

POINT OF VIEW

POV

How should I satisfy my friends who travel with me..?

We met...



Burdened Planner

Wonseok, a 25-year-old who goes on a trip every six months but is completely drained after traveling due to the burden of the preparation process.

We were surprised to notice...



Stress of meeting everyone's needs

that while he views the core purpose of travel as "rest" and "camaraderie," the pressure to meet his companions' expectations and the difficulty of coordinating opinions cause him significant stress and fatigue both before and after the trip.

POINT OF VIEW

POV

True Travel Only Begins When the Burden of Planning is Lifted.

We wonder if this means...



Focus on rest instead of planning

he wants to minimize the complex decision-making and conflicts that arise during trip preparation so he can fully concentrate on the joy and rest that travel offers.

It would be game-changing to...



Shared Load

help him efficiently identify and coordinate the diverse needs of multiple people, allowing him to fully experience the excitement and relief of travel without the burden of planning.

HMW

HOW MIGHT WE QUESTIONS

01 Stress Reduction

- HMW help he escape the **psychological pressure** of "having to satisfy everyone"?
- HMW ensure the stress of trip preparation **does not steal the excitement** of the actual trip?
- HMW make the planning process enjoyable so that it feels like **"excitement" rather than "homework"**?

02 Shared Responsibility

- HMW motivate team members to **participate voluntarily** so he doesn't feel the burden of planning alone?
- HMW **transparently share the progress and responsibility** of the plan with everyone to prevent the load from falling on one person?
- HMW encourage the team to **appropriately reward** his efforts after the planning is complete?

03 Simplifying Decision Making

- HMW **pre-identify everyone's preferences** to recommend only options that are less likely to cause conflict?
- HMW make the process of deciding on one choice from many options quick and easy to **reduce decision fatigue**?

04 Variable Management

- HMW reassure the team about the **credibility of the plan** before they start questioning it?
- HMW minimize his frustration when the plan falls apart due to **unforeseen variables**?

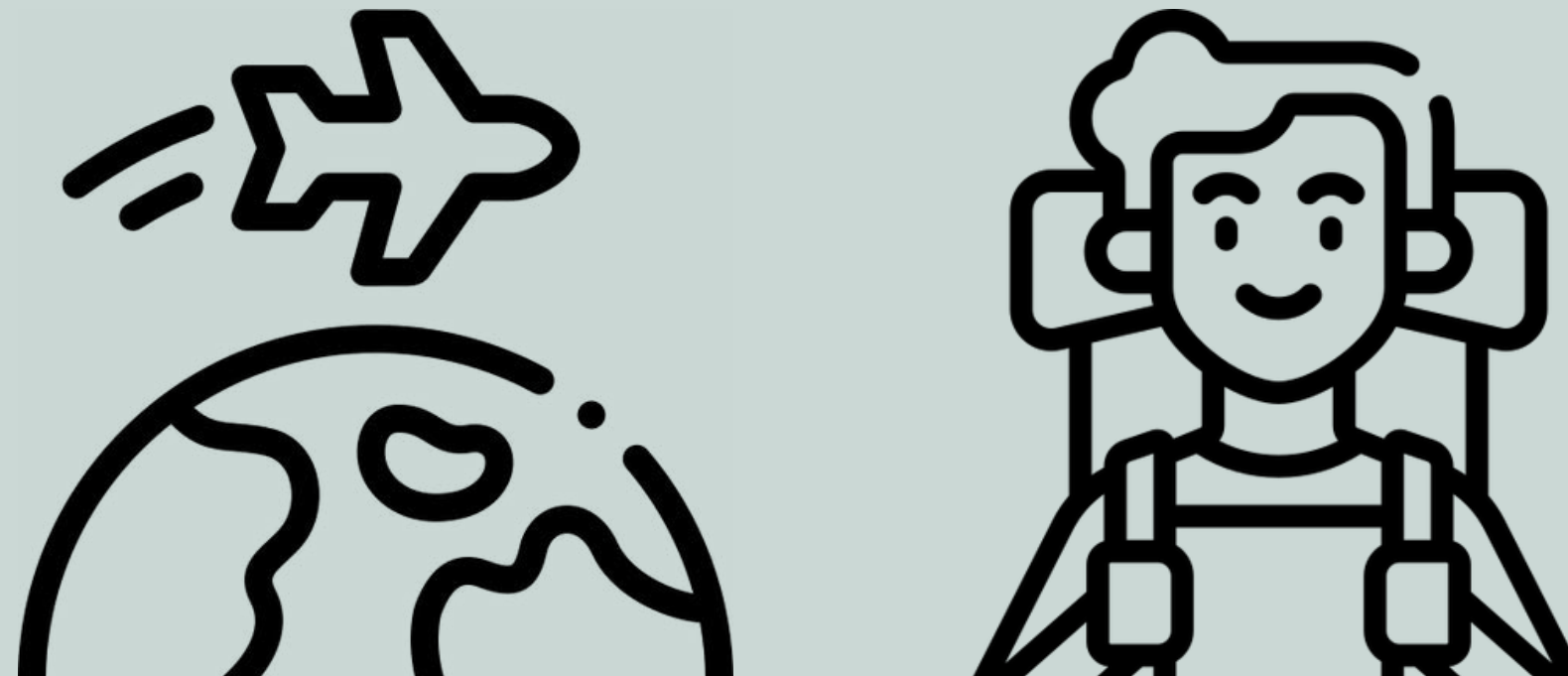
Best HMW

Relieving psychological burdens and shifting emotional experiences

How Might We ...

make the planning process enjoyable :)

so that it feels like "excitement" rather than "homework"?



Solution Brainstorming

These are the solutions for BEST HMW selected by us.



TEAM 8

Best Solution

It's the best solution we've come up with.



**Prepare for travel by using
gamification and vote.**

EXPERIENCE PROTOTYPE

Assumption

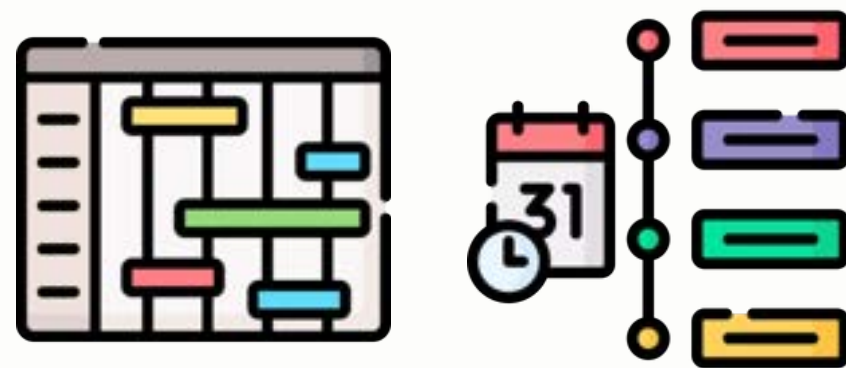
Establishing Assumptions for Experience Prototype Testing

If travel planning is **gamified**, people's **motivation to participate will increase**, and as a result, the psychological burden of planning will be reduced, allowing everyone to enjoy creating the plan together.

Test Participant

Introduce the two participants in the prototype test

Test Participant 1



planning type

distribute planning responsibility and alleviate the psychological pressure of meeting others' expectations

Test Participant 2



Impromptu type

Thinking the time spent on planning is inefficient
a desire to participate in a plan with minimal effort

Experience Prototype: Process

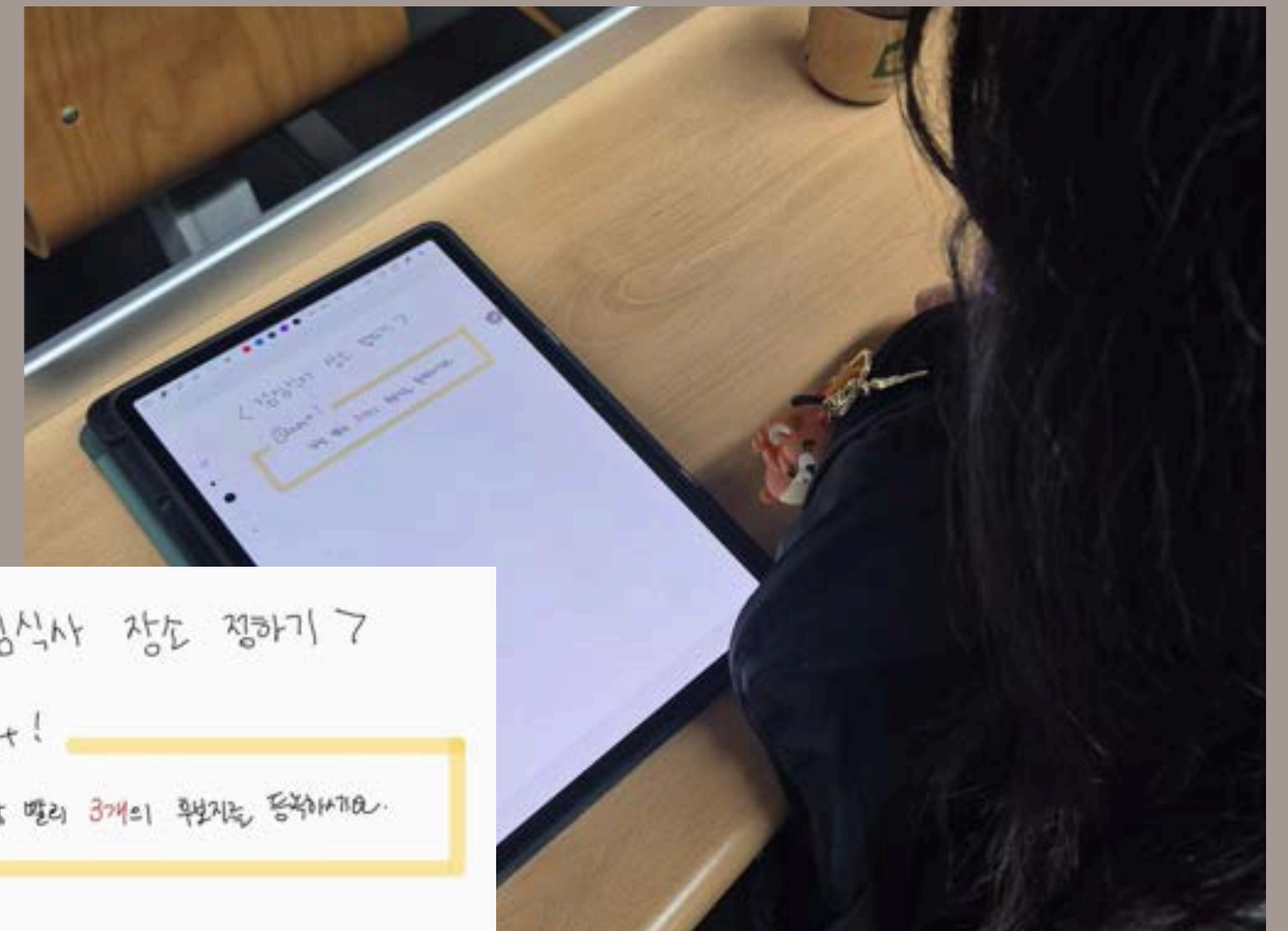
How might we make the planning process enjoyable?

1 We recruited **two participants**, and **two team members** also joined to help the process run smoothly.

2 The participants were given a **quest** related to **travel planning**.

They had to complete the quest quickly!

– for this test, choosing a restaurant.

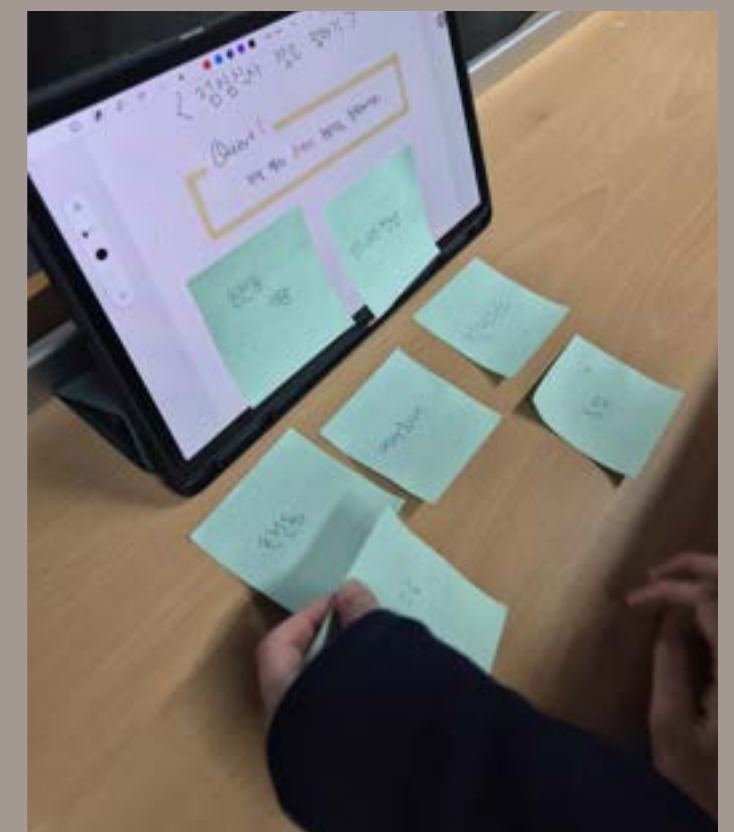
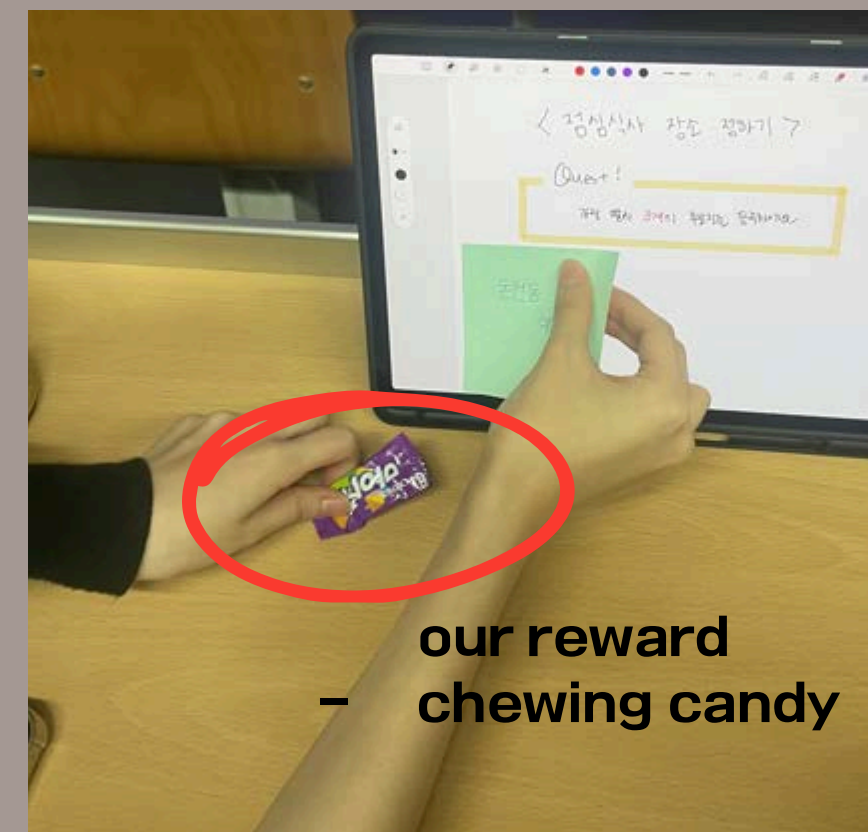
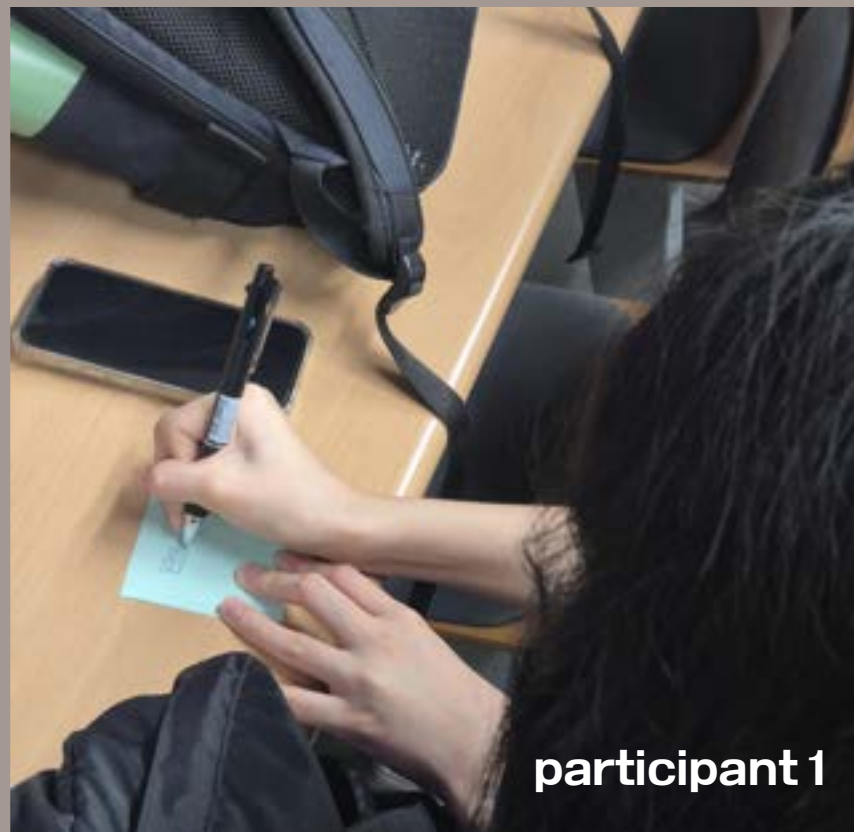


< 점심식사 장소 정하기 >
Quest!
가장 빨리 3개의 후보지를 등록하세요.

Experience Prototype: Process

How might we make the planning process enjoyable?

- 3 The participants carried out the quest.
- A **reward** was given each time they registered an option (e.g. coins).
- We represented the act of **registering** an option by attaching a **Post-it note**.



Experience Prototype: Process

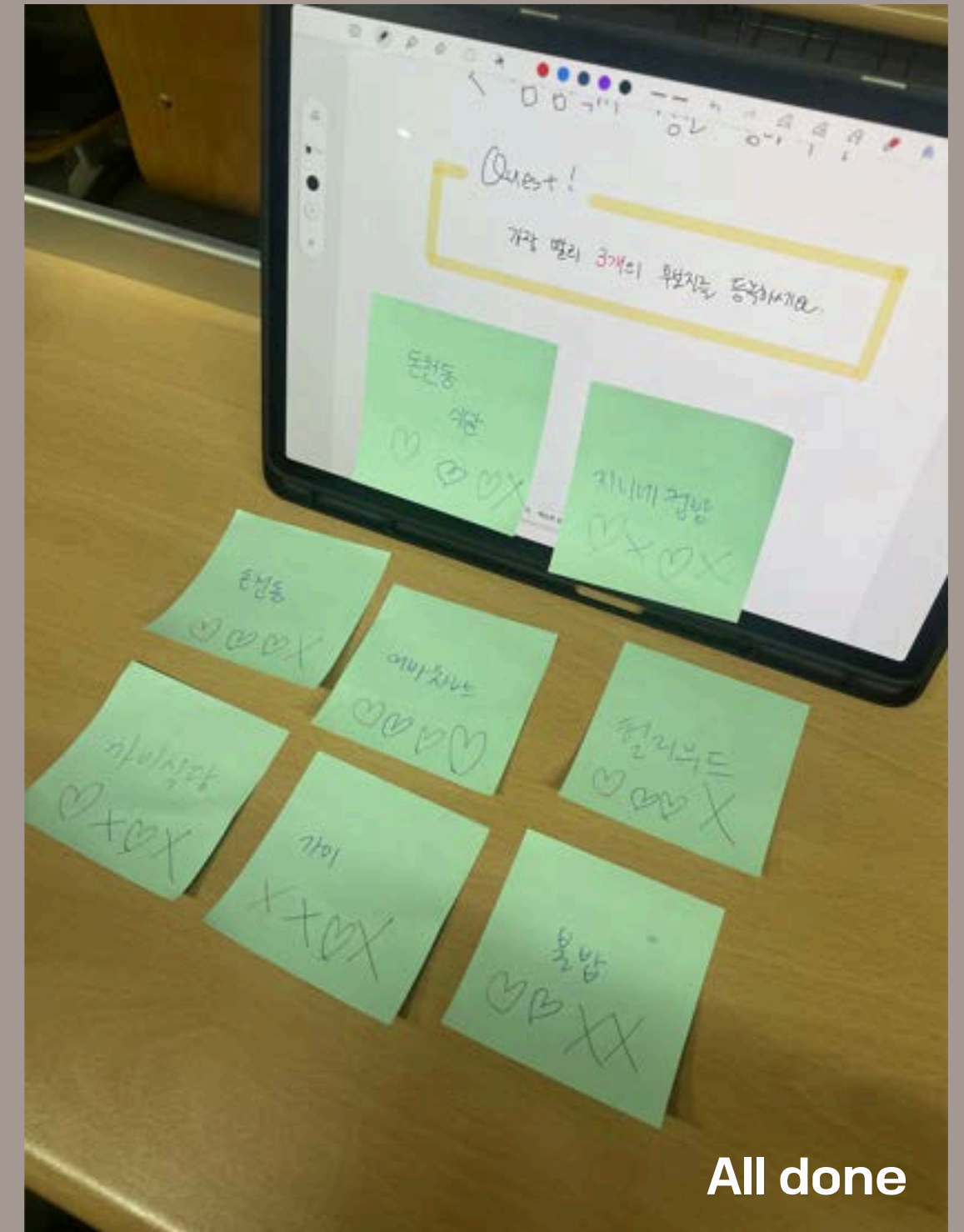
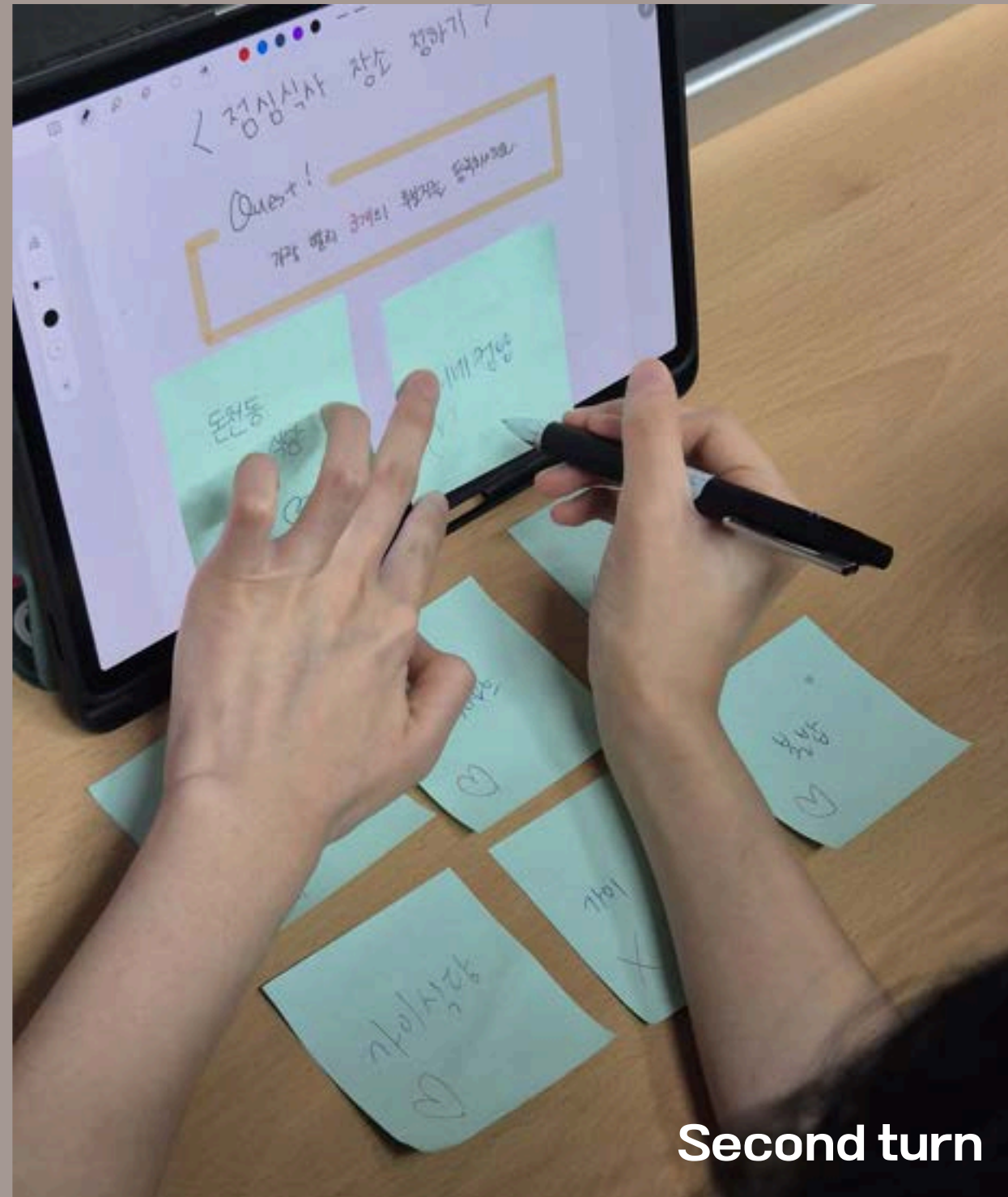
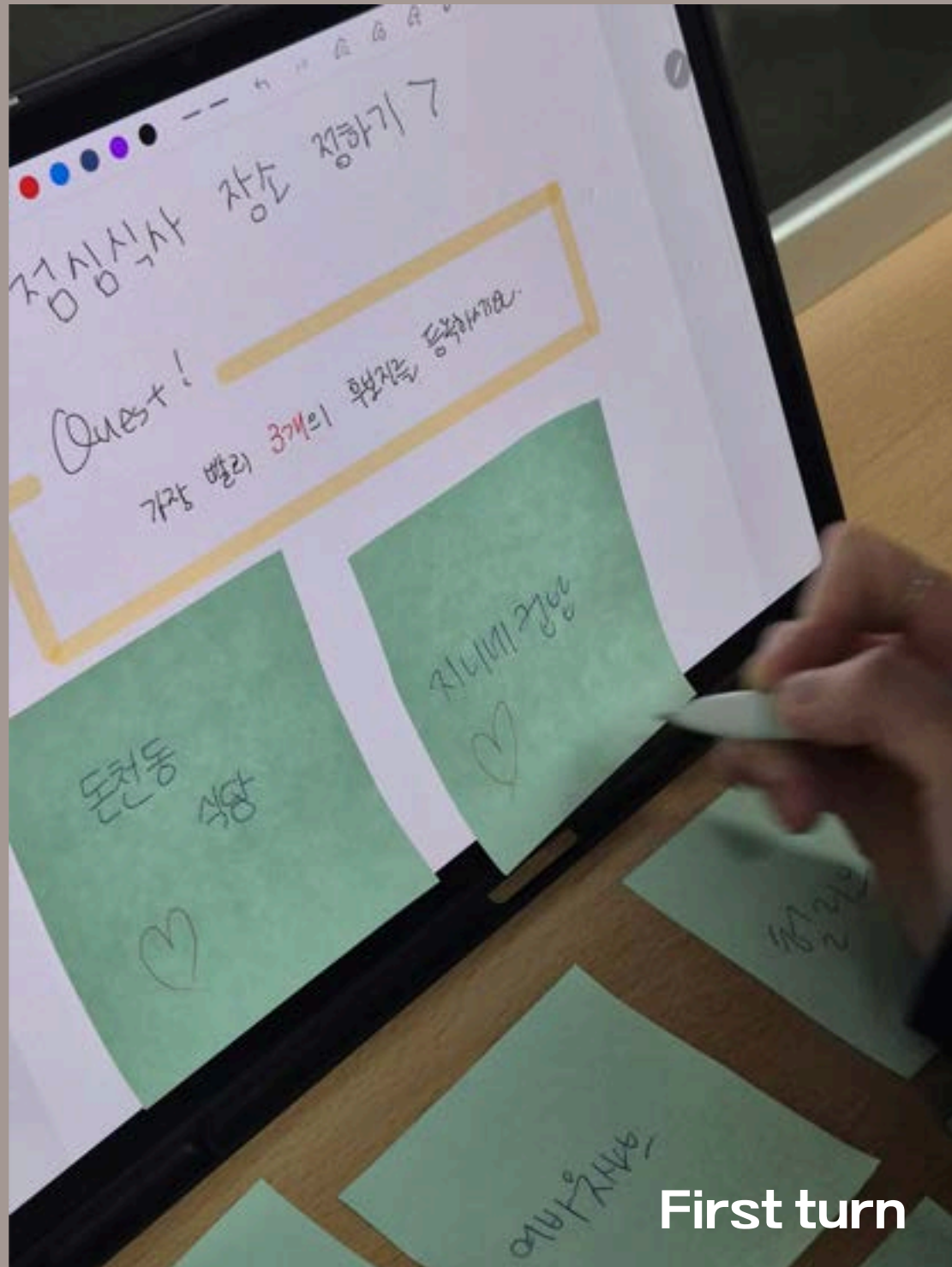
How might we make the planning process enjoyable?

- 4 After registration, all options were listed anonymously and displayed.
- 5 Everyone expressed their opinion on each option as either **"like" or "dislike."**
 - We did this by having each person, in turn, mark a Post-it with either an X or ♥

EXPERIENCE PROTOTYPE

Experience Prototype: Process

How might we make the planning process enjoyable?

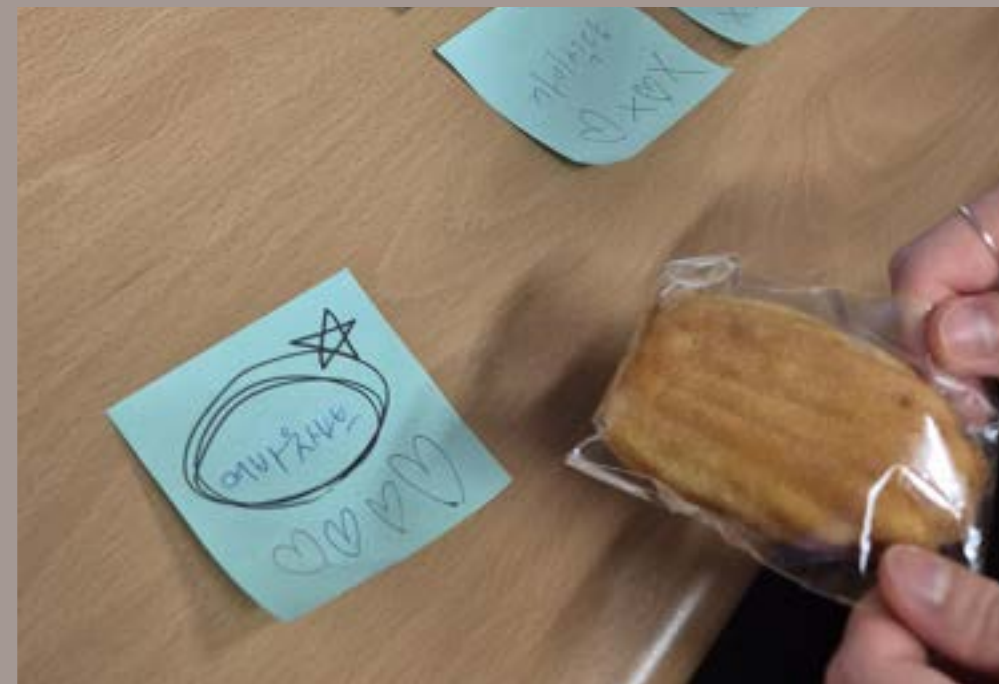


Experience Prototype: Process

How might we make the planning process enjoyable?

6 The option with **the most "likes"** was revealed.

7 The participant who submitted the most-liked option received an **extra reward**.



Prototype Result

01 Things that worked

- The rewards definitely increased the willingness to participate.
- Even though it was a simple method, we were able to share our opinions while laughing together.

02 Things that didn't work

- Because option registration was conducted offline, some options were not able to remain anonymous.
- The voting process was sequential, so participants could be influenced by other people's choices.

03 surprises

- It was amazing how even a small reward could make the atmosphere more competitive.
- The final option receives additional compensation, so everyone thought hard and submitted their option.

04 new learnings

- making travel planning a game really reduces the burden.
- Rewards encourage submission of better options.

Final Solution



“I usually don’t enjoy these kinds of planning tasks, but since it felt like a game, I actually wanted to join in.”

Validity Check

- The initial assumption (Gamifying travel planning increases motivation and reduces burden) was supported by the test results.
- Additionally, a new hypothesis emerged: reward structures can enhance the quality of option submissions.

Final Solution

Test Insights

- Rewards clearly increased participants' willingness to engage.
- Even with a simple method, participants were able to share opinions while laughing together.
- Even a small reward created a competitive and immersive atmosphere.
- However, offline option registration did not fully guarantee anonymity, and sequential voting could be influenced by others' choices.

Final Solution

Suitability of Solution

"Prepare for travel by using gamification and vote."

- Direct fit to the HMW: Turns planning from a chore into a playful challenge (quests, coins, quick rounds), so people want to participate.
- Efficient convergence: Simple voting (like/dislike → reveal winner) rapidly aggregates preferences and feels fair/transparent.
- Evidence from our test: Rewards increased willingness to join, participants laughed and shared opinions easily, and small incentives made the atmosphere competitive in a good way—leading to better-thought options.
- Burden reduction: Clear steps (submit → vote → reveal) reduce debate fatigue and decision paralysis, lowering the psychological load.
- Scalable & practical: Works online or offline, synchronous or asynchronous; anonymity and one-click voting keep friction low (with a noted improvement area: avoid sequential influence).

Summary

Key Learnings

- Turning travel planning into a game increases enjoyment and immersion while significantly reducing the burden.
- Rewards act not only as motivation for participation but also as a catalyst for higher-quality submissions.

Next Steps

- Improve anonymity and voting methods (e.g., online or asynchronous voting).
- Run service-level simulations by combining AI-based recommendations with reward systems.

Motivational Message

“We are not just building a planning tool, but creating a game-like travel planning experience where everyone can join with excitement. Together, we can turn a boring task into an enjoyable journey.”

Thank you

