

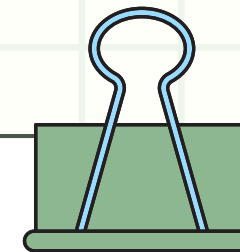
2025-1



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



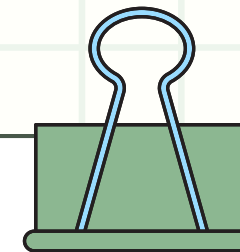
Yunsoo Woo

Interview, PPT
Creation, Interviewee
Introduction



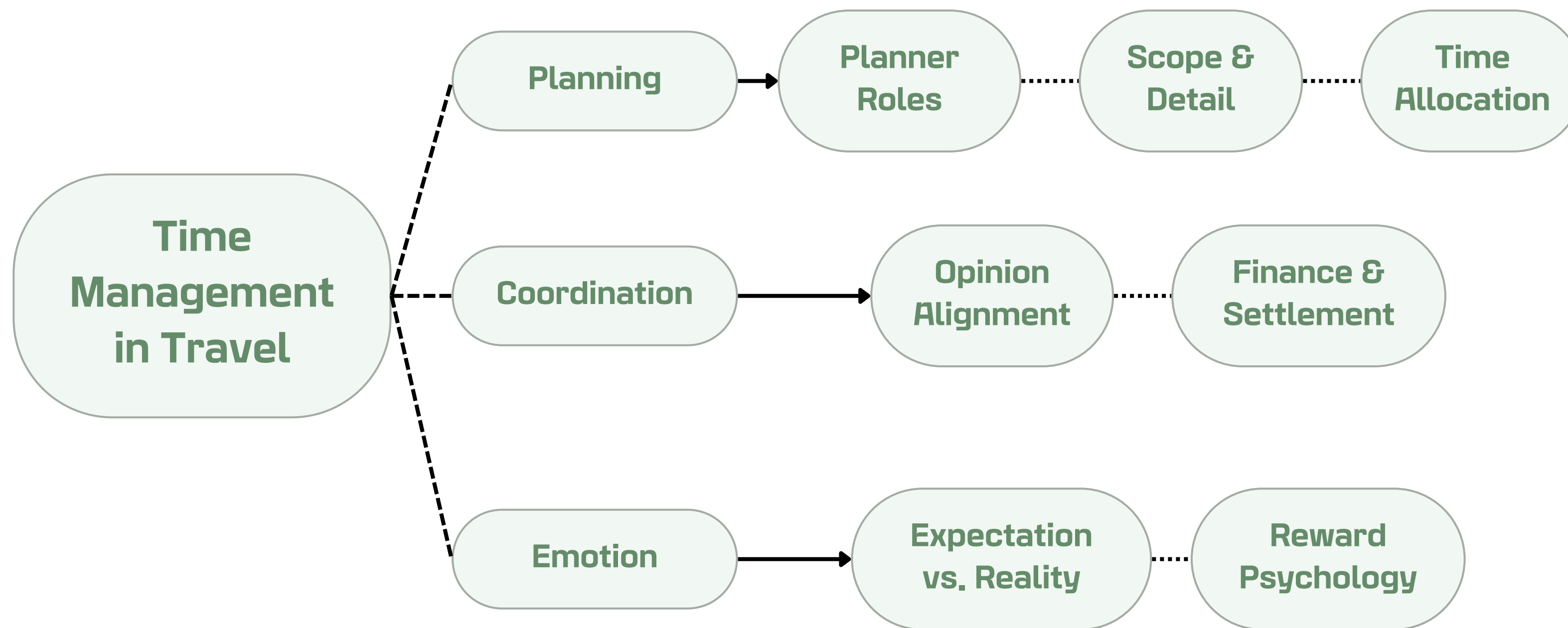
Ran Yook

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



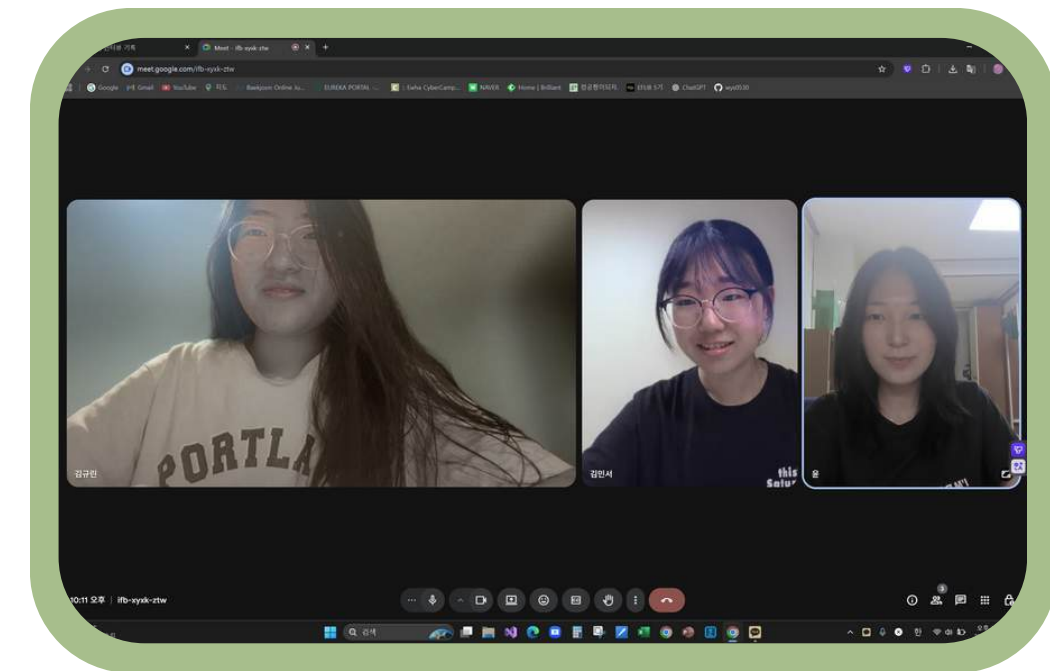
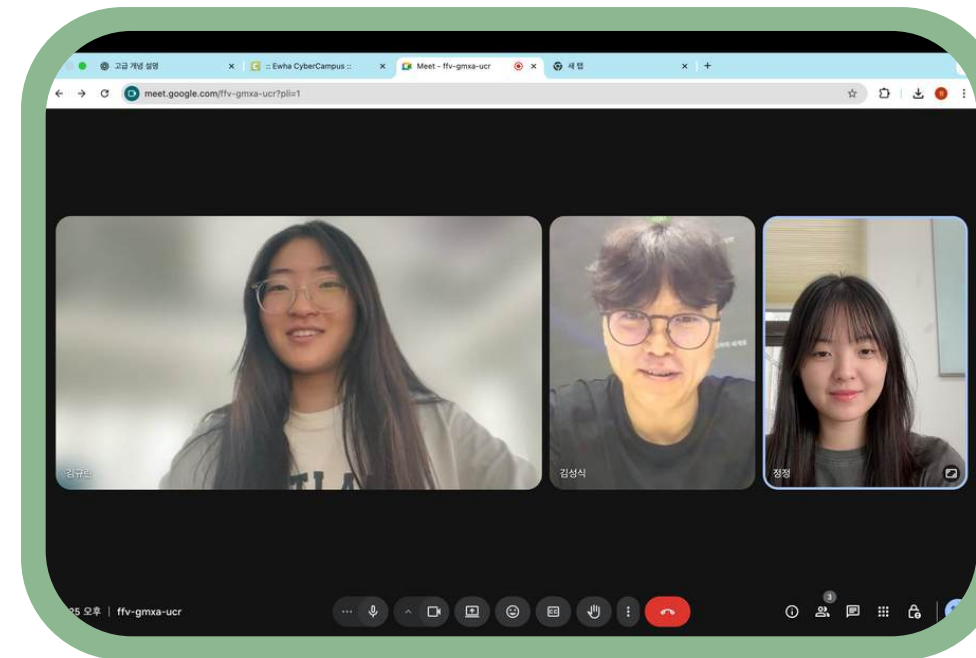
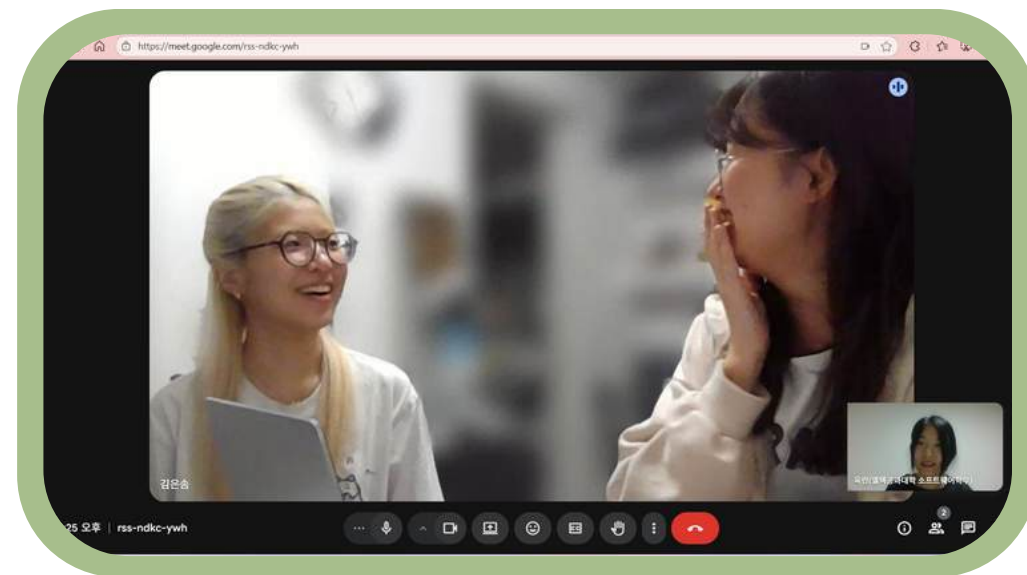
Mrs.Lee(50)

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? ✓

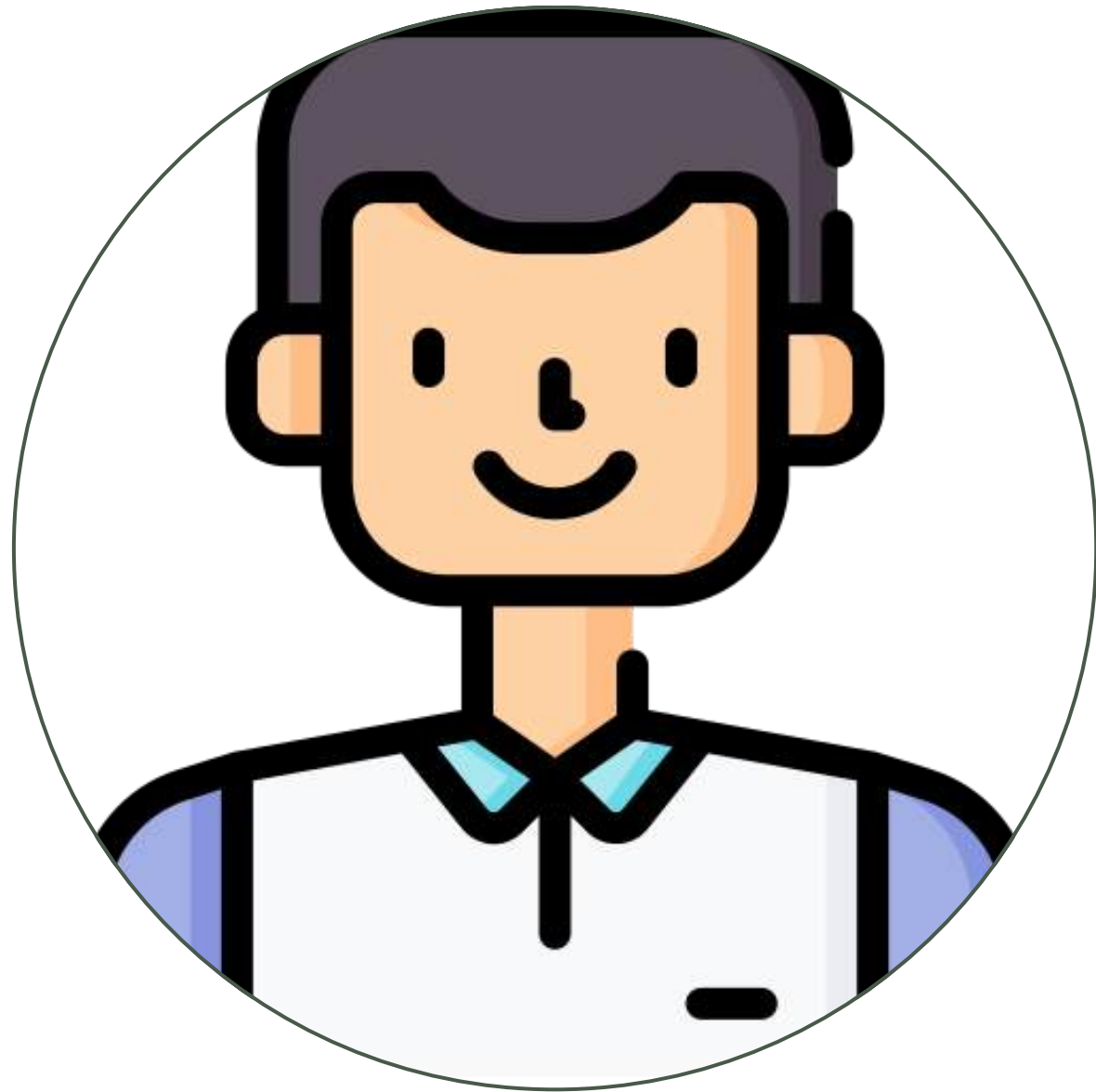
6. After the Trip

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.”



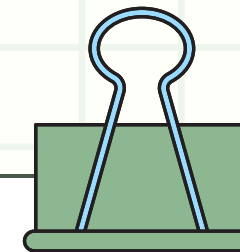
김연우

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.”**

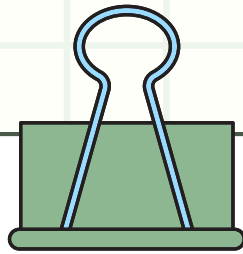




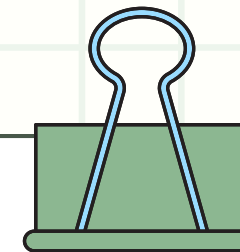
Mrs. Lee

Housewife

Live in Seoul,
planning tendency

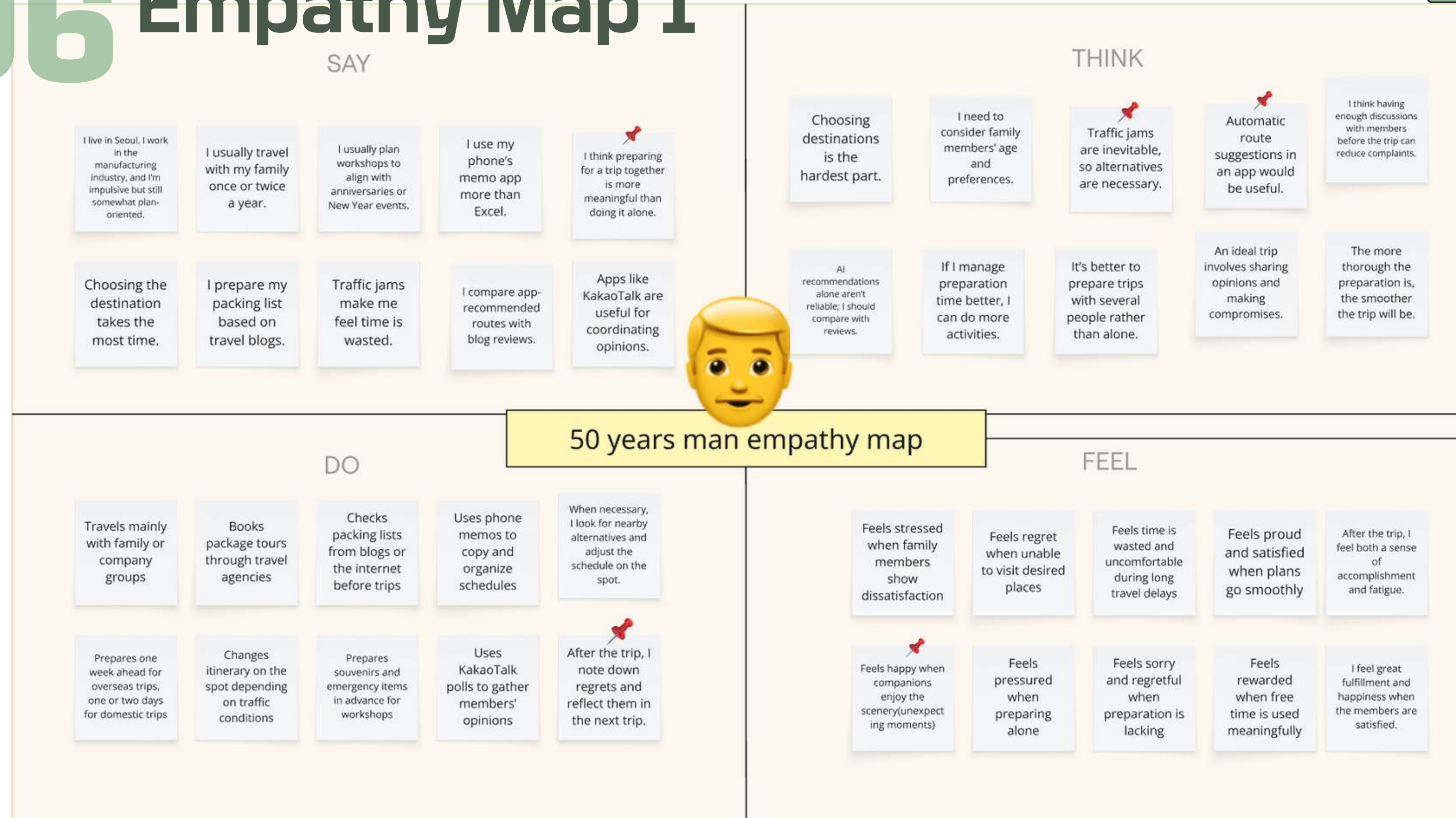


“I love the joy of planning spontaneous trips, and I’m the one who takes full responsibility while my family just follows. But, it’s kind of funny, too.”



Analysis

06 Empathy Map 1



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.

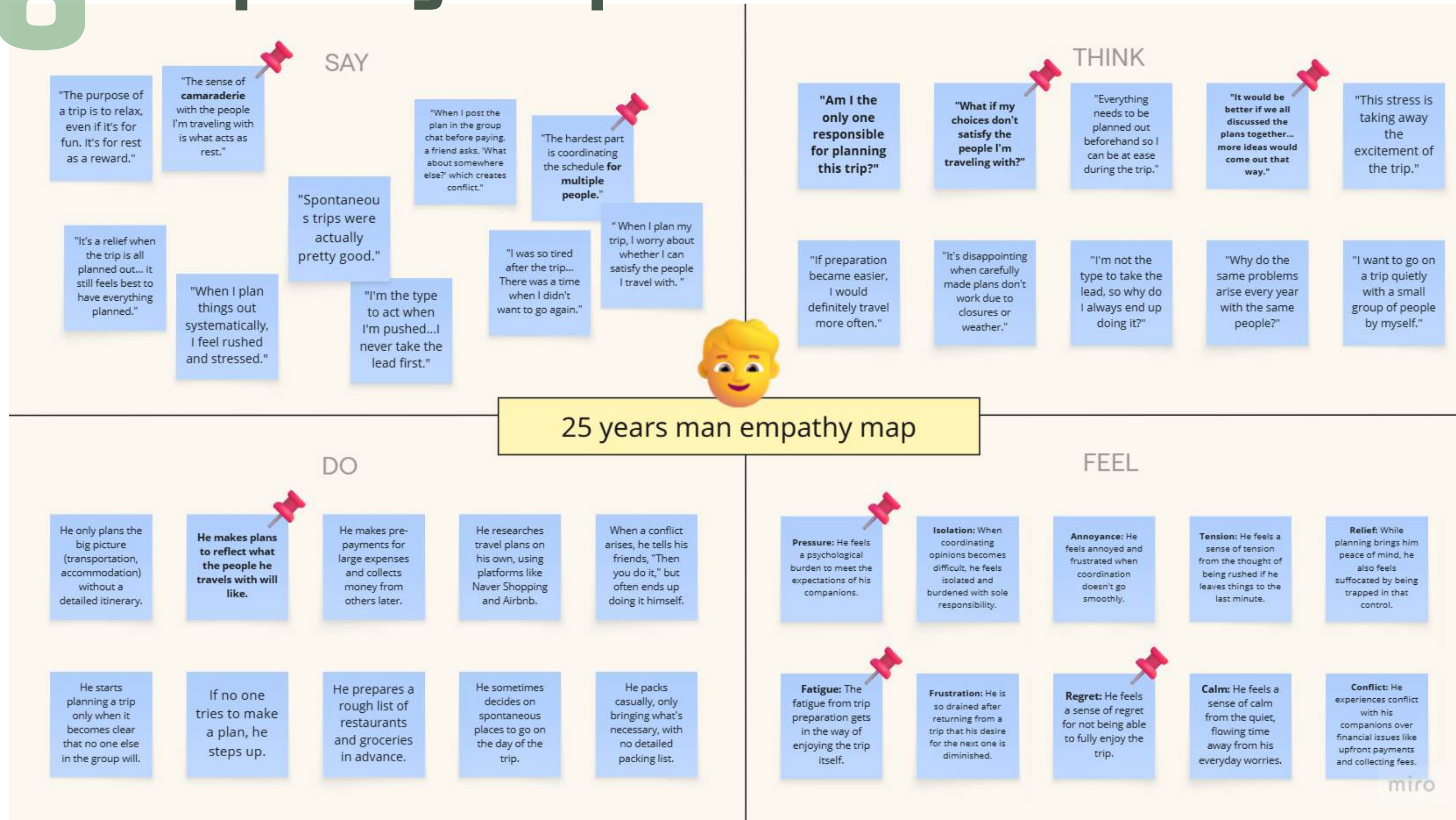
Feels refreshed imagining a relaxing vacation spot like Hawaii.

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

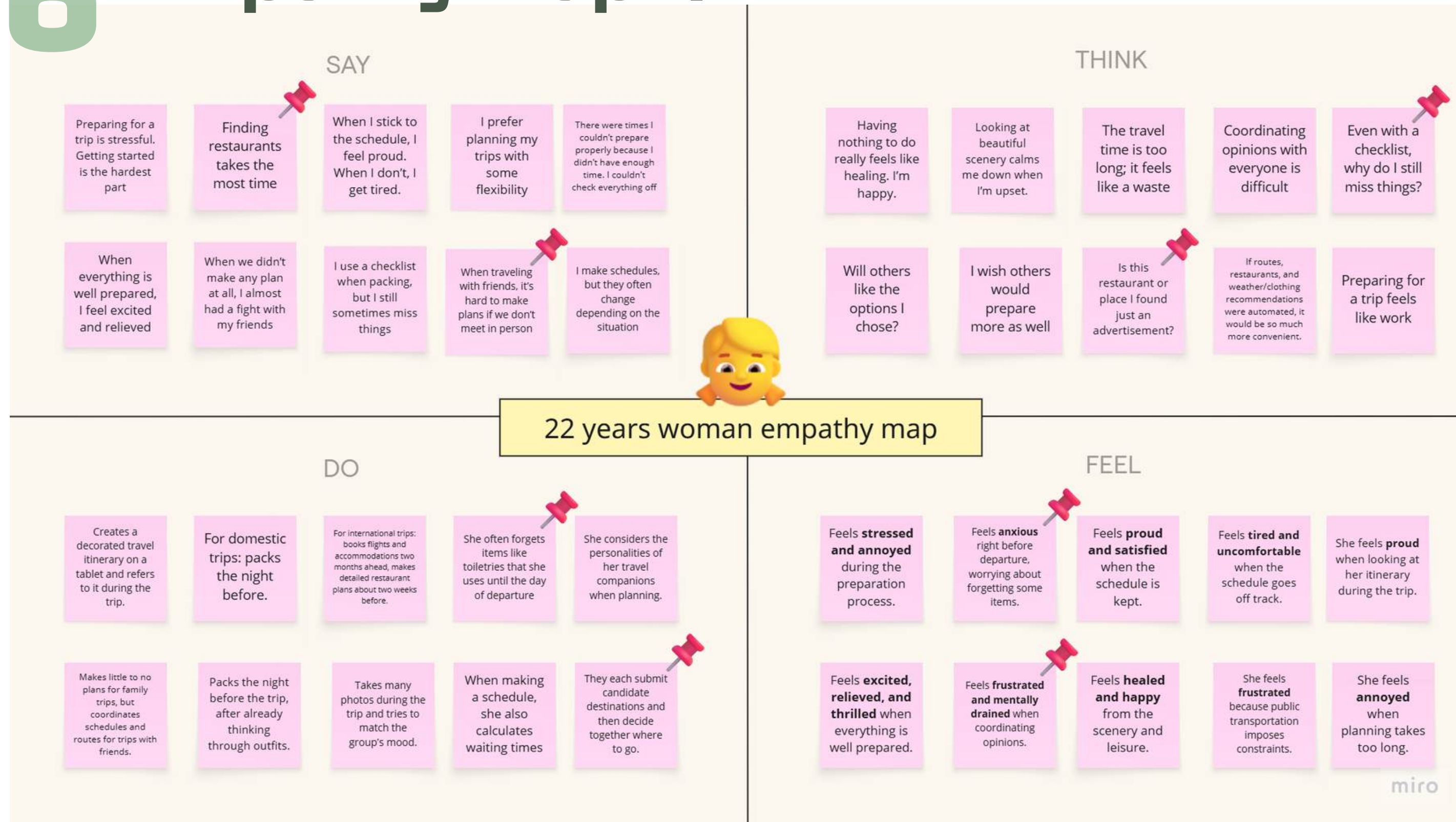
Feels reluctant and annoyed, so keeps postponing the preparation.

miro

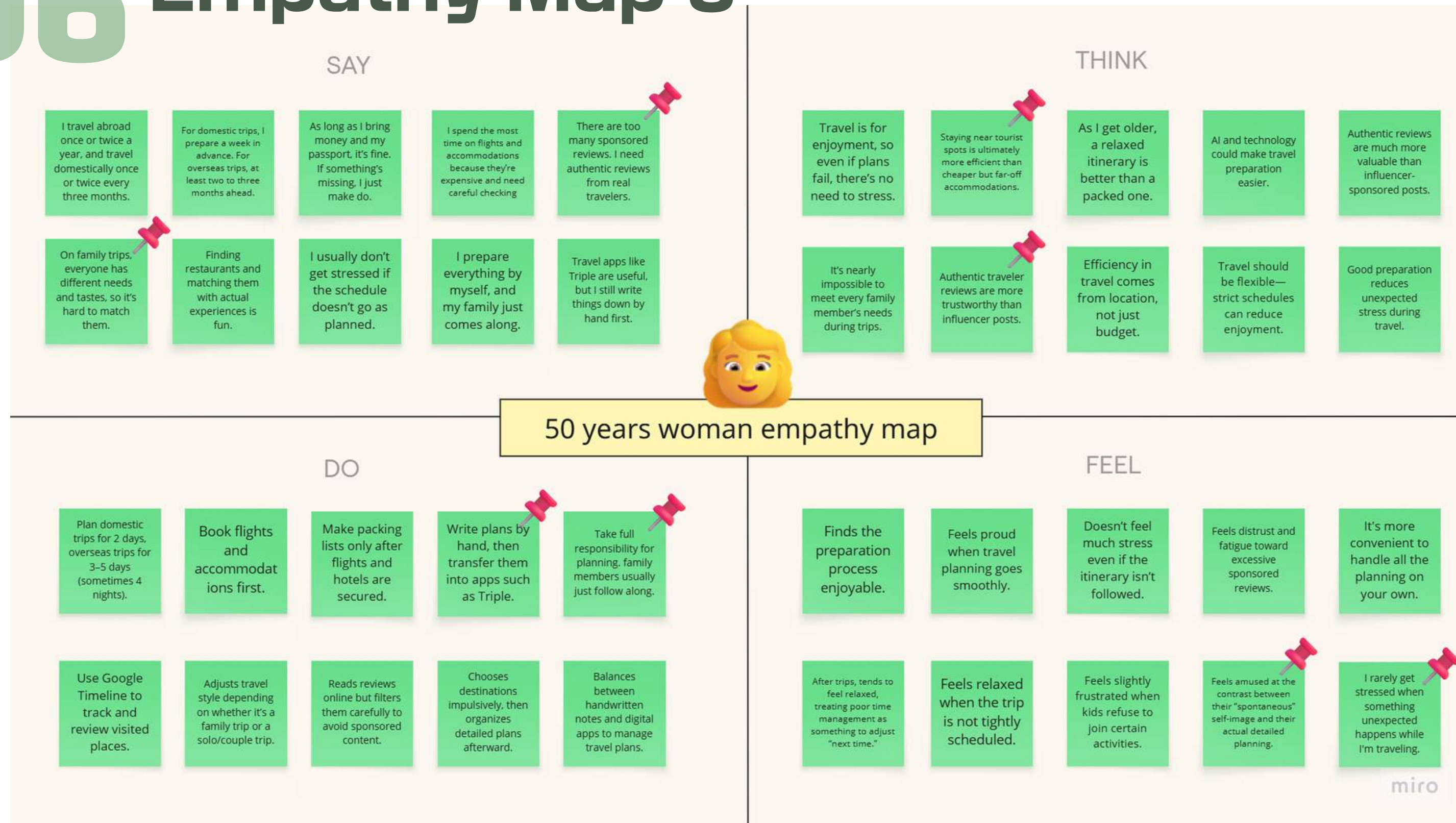
06 Empathy Map 3



06 Empathy Map 4



06 Empathy Map 5



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.

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

She wants to enjoy the trip with her friends, but the process of coordinating opinions is difficult.

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

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.

Feeling a sense of fulfillment in unplanned, unexpected moments.

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.

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

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

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

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

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

Surprises

Often forgets something before a trip, yet confidently claims "As long as I have money and a passport, I'm fine."

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.

Instead of feeling stressed, they find joy in the preparation process.

Despite the stress of preparation, she still feels strong excitement once she reaches the airport.

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

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

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

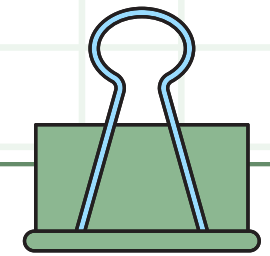
when planning for trip, mainly use basic apps like the phone's default memo app, more than expected.

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

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.'

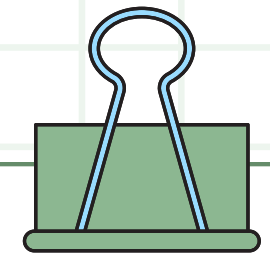
She hasn't swum for 11 years, yet dreams of going to Hawaii mainly to enjoy the sea and swim again.



08 Question, Inferences, Conclusion

Question

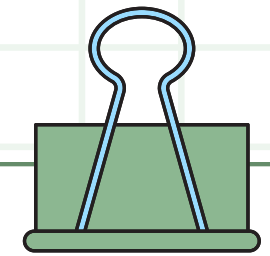
- 1) How can travelers minimize the impact of unexpected traffic congestion?
- 2) Why is finding and choosing candidate spots to visit during a trip so stressful?
- 3) Why does the interviewee find travel preparation more stressful than the trip itself?
- 4) Why do you feel a sense of pressure to satisfy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



08 Question, Inferences, Conclusion

Inferences

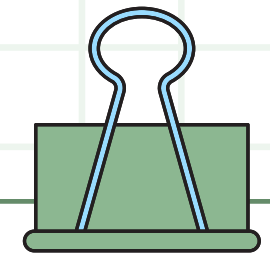
- 1) Since traffic congestion is an unavoidable factor, travelers need real-time alternative route search or schedule adjustment features.
- 2) The difficulty of coordinating opinions comes from the burden of having to satisfy the expectations and preferences of multiple people
- 3) Planning routes and 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

Decision-making

Supporting Trustworthy &
Collaborative Planning

pressure to satisfy

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

Filtering Review

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

Simplified Planning

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

10 summary



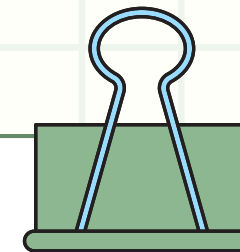
Since finding places can be stressful, it would be helpful to have a way to collect reliable information on my behalf.

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!