

Human Computer Interaction  
Politecnico di Torino  
A.A. 2024-2025

# I Tarallucci

*- Free time for a solo traveller -*

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# What will we present?



## INTRO

Domain: Free time for a solo traveller

## METHODOLOGY

Interviewing young adults between 19-35.

General observations

Material used

## RESULTS

Pictures and relevant artifacts  
Key quotes

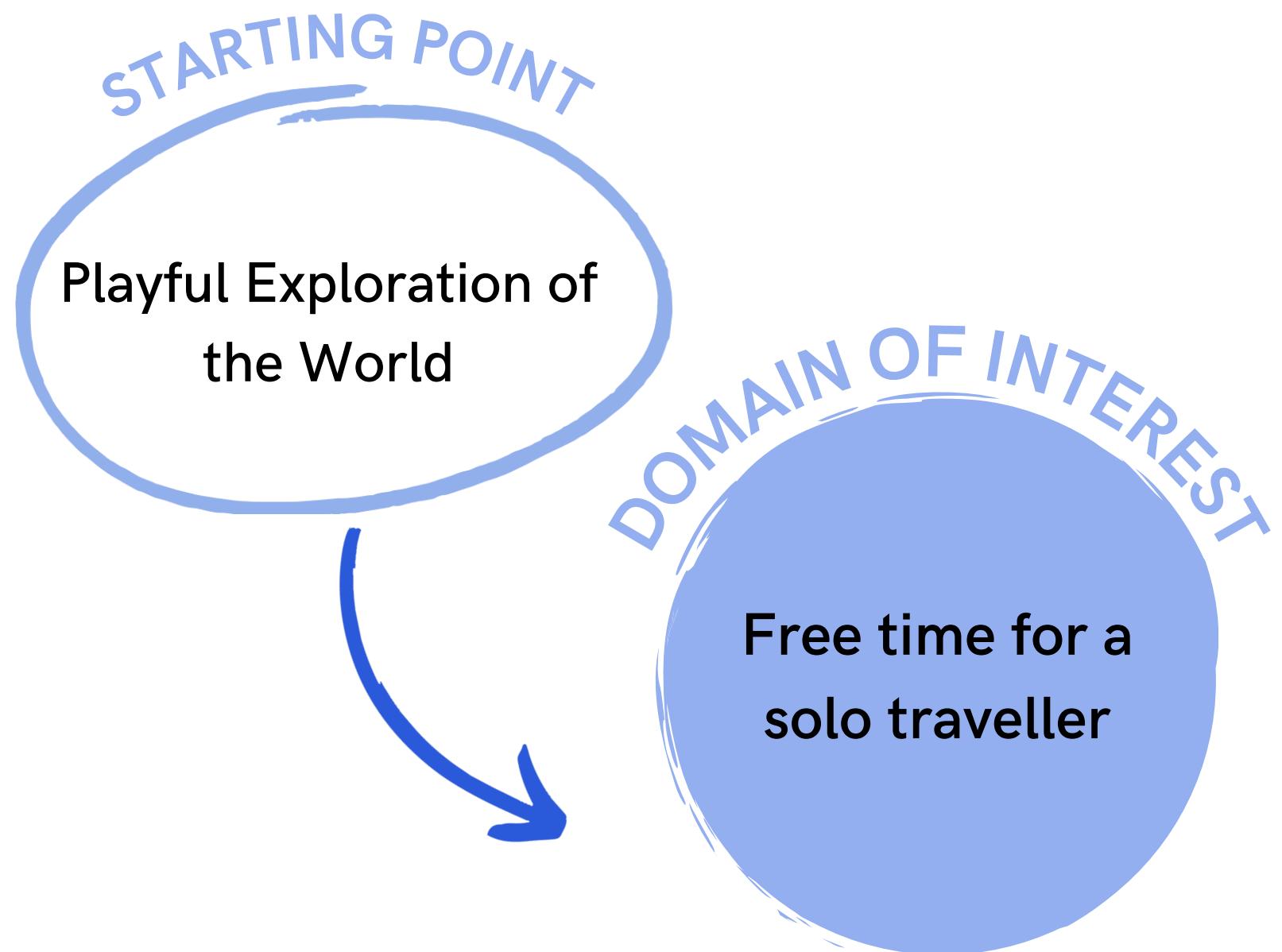
## USER NEEDS

User needs from interview and brainstorming

## SOLUTIONS

Solution & Needs

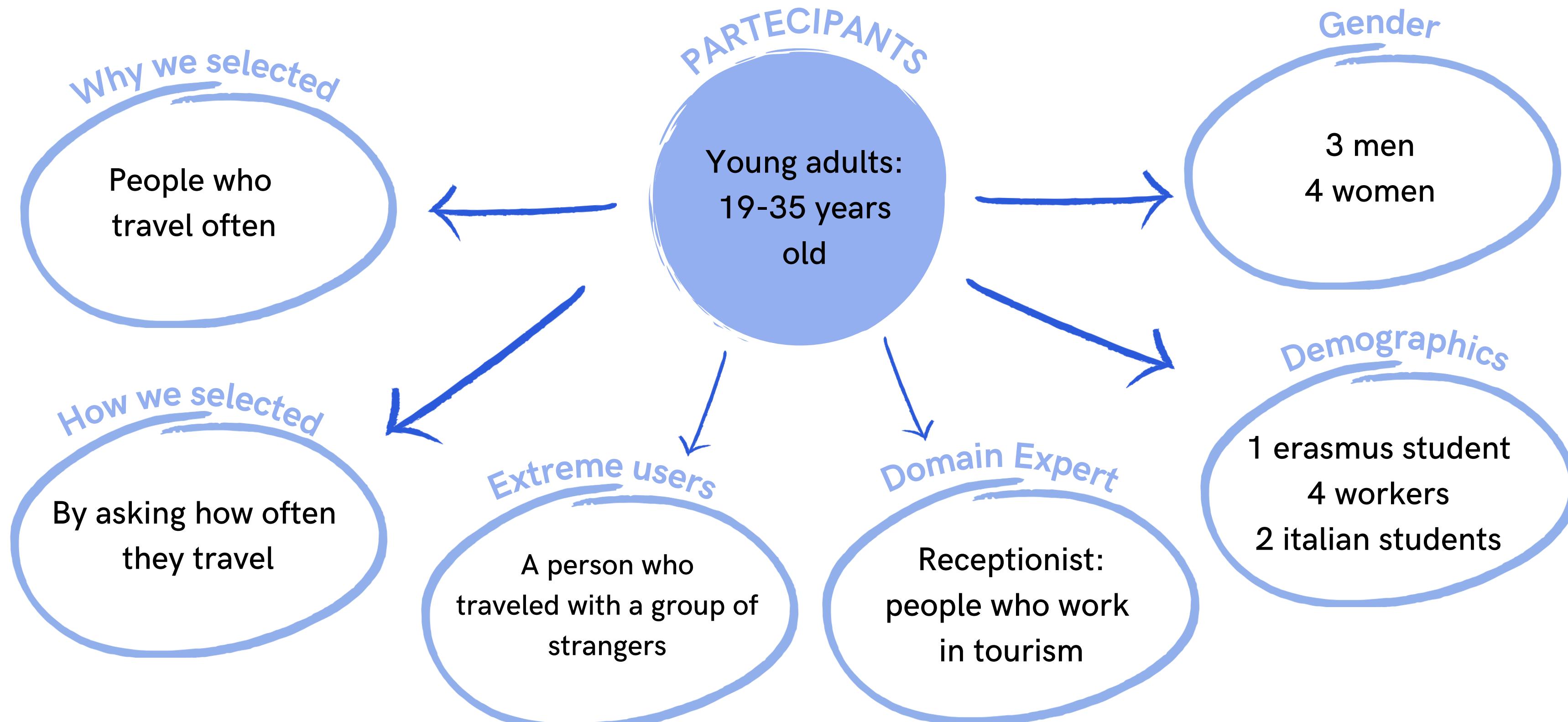
# Intro



## How we got there

- Love for **travelling**
- Not always the right **travel group**
- Love doing different things, getting to know the **true culture** of a place
- Socializing with people in the **free time**
- Brainstorming

# Methodology



# Methodology



In person interviews  
conducted in pairs roaming  
around and city



One of us interviews, the  
other takes notes

## Materials used:

- camera
- audio recorder
- tablet for informative

## Main questions to travellers

- Can you give me 3 positive and 3 negative things about **travelling alone**?
- What's the **main reason** you travel?
- When you're **not busy sightseeing**, what do you generally do?
- Do you prefer to **plan** your free time or leave room for **spontaneity**?
- Could you tell me 3 applications that are most useful to you when traveling

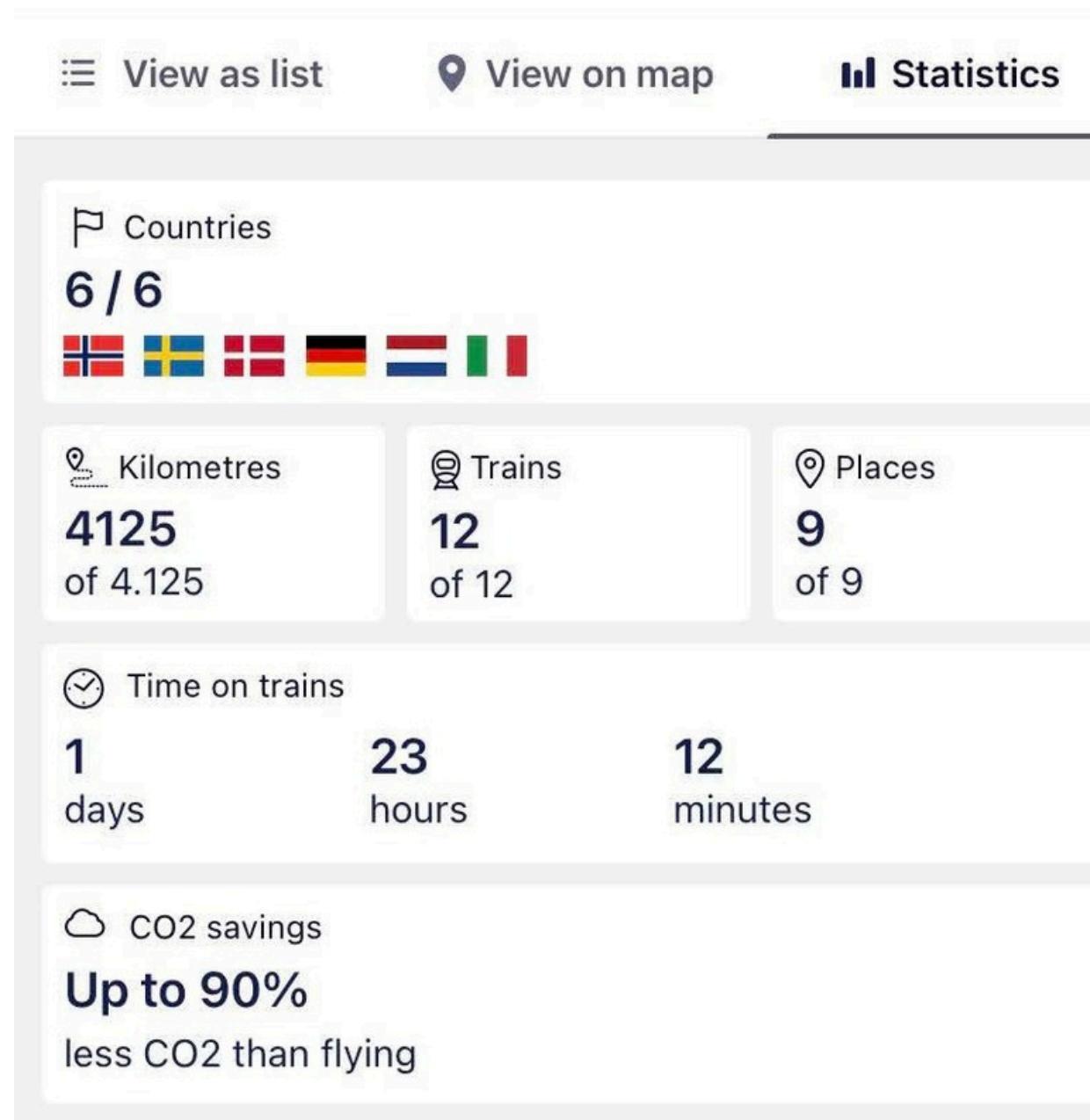
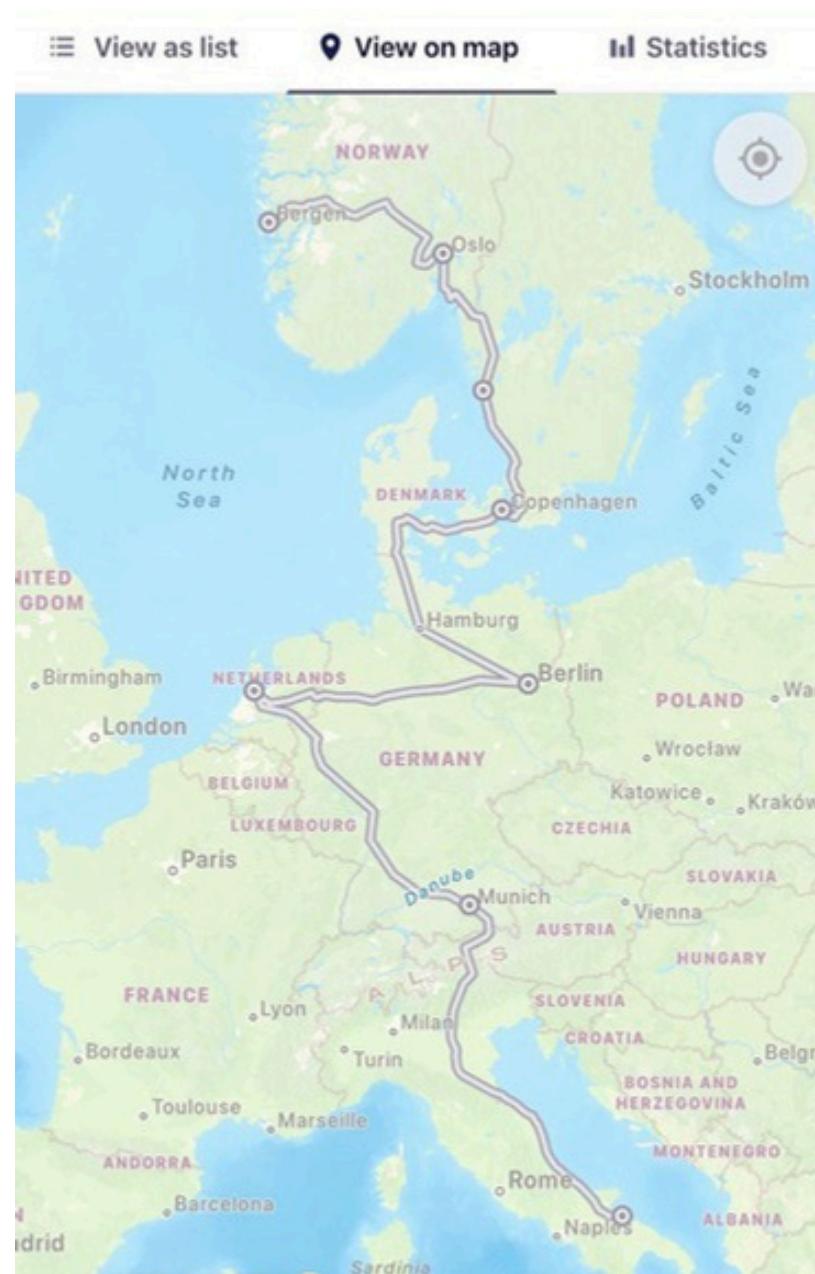
## Main question to the domain expert

- Could you tell me 3 **requests** that you receive most frequently about **free time** in the city?

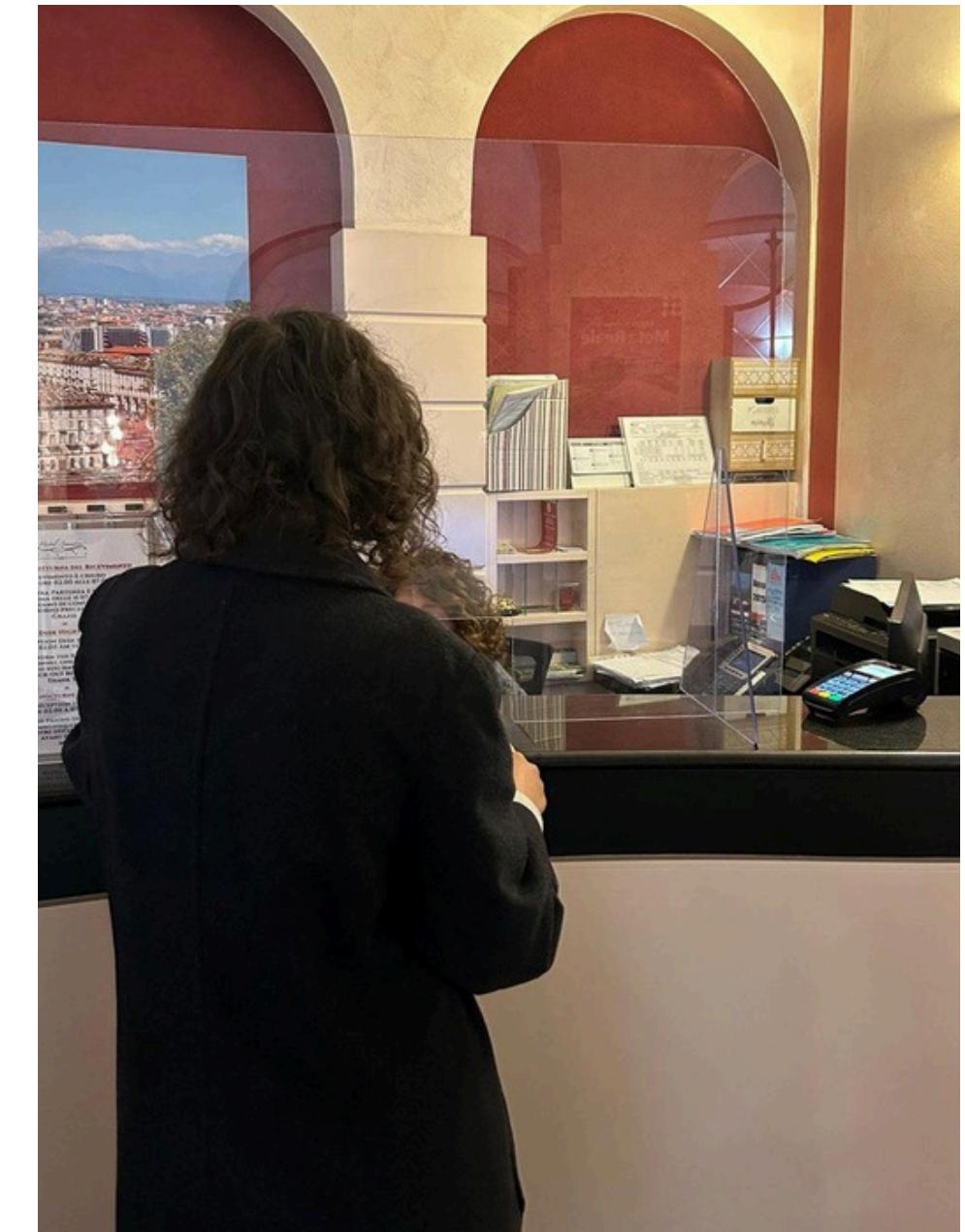
# Results



## Travelling through Europe by train



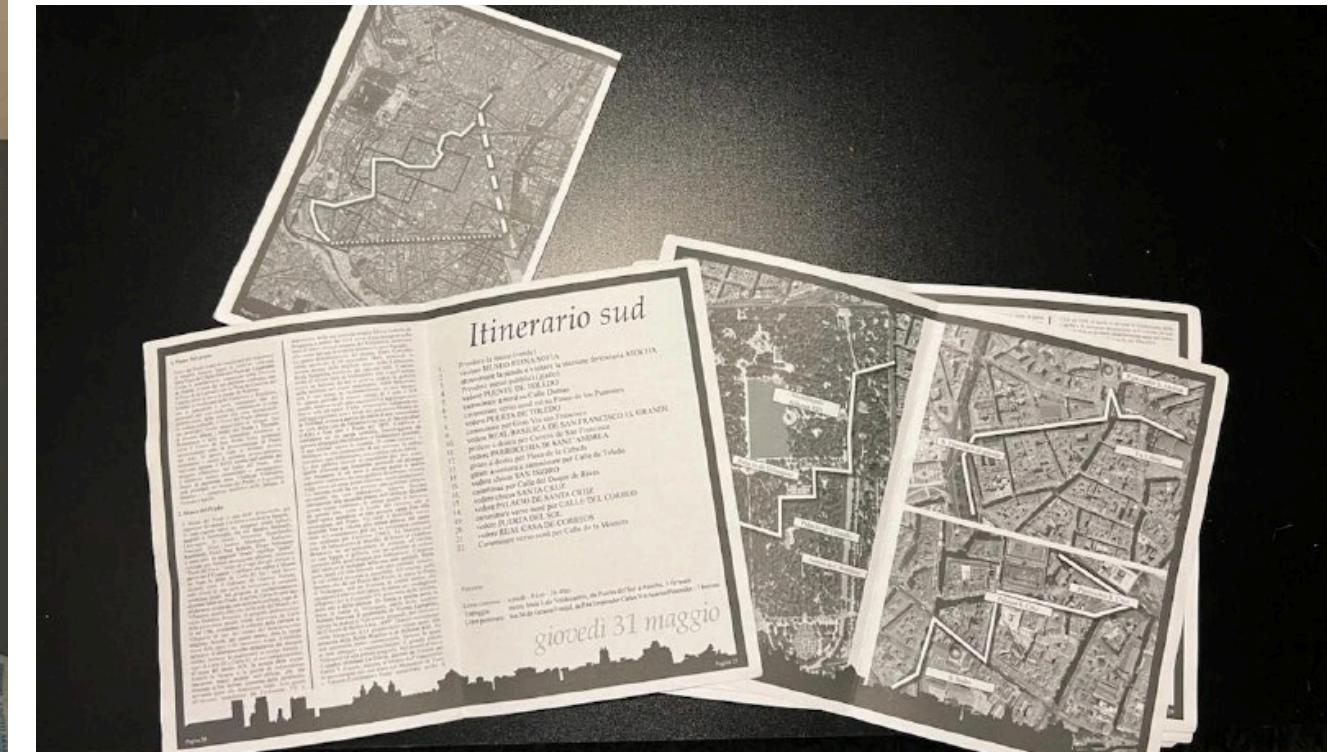
## Speaking with the expert



# Results



## Travelling with group of strangers



# User Needs



- Users need to explore new places to hangout
- Users need a way to relax
- Users need to split up tasks when planning
- Users need to live the city like a local
- Users need to feel safer when travelling
- Users need to meet people to enjoy group activities
- Users need to be able to interact with local people
- Users need to split up the cost while travelling
- Users need to feel less alone while travelling
- Users need to explore places outside of the city

# User Needs



- Users need to visit as much as possible of a city
- Users need to get involved and meet challenges
- Users need to travel during low seasons
- Users need to move around the city in a faster way
- Users need to taste local food
- Users need to listen live music
- Users need to find flea and vintage markets or local festivals
- Users need to make new friend
- Users need to discover the gems of a city
- Users need a way to organize their itinerary more easily

# Deep User Needs



Users need to explore new places to hangout

Users need to feel less alone while travelling

Users need to live the city like a local

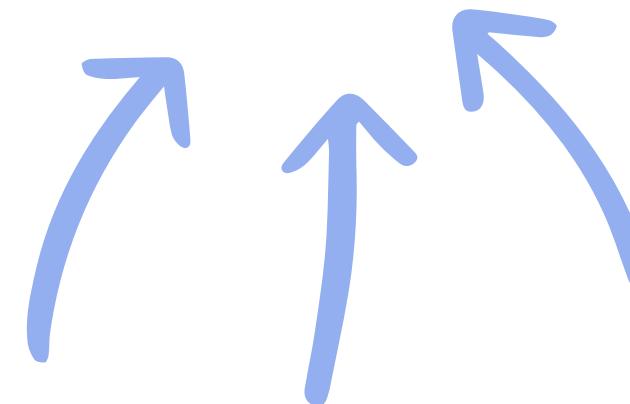
Users need to meet people to enjoy group activities



# User Needs



Users need to explore new places to hangout



- Carolina says that she loves to fully embrace the nightlife of clubs and iconic venues, especially by discovering the more underground side through new friendships
- Silvana says that people who travel alone ask her to find places to listen to live music
- Mattia says that he watches Instagram stories of people that are in the same place, to find new places to go to

# User Need - solutions



Users need to explore new places to hangout



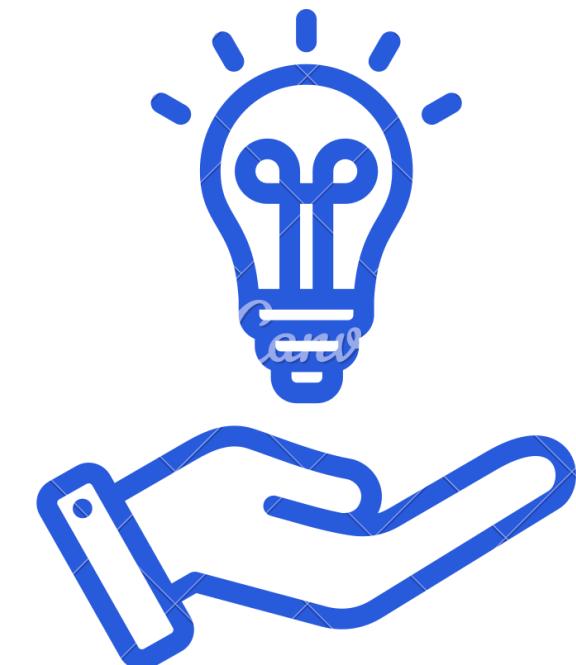
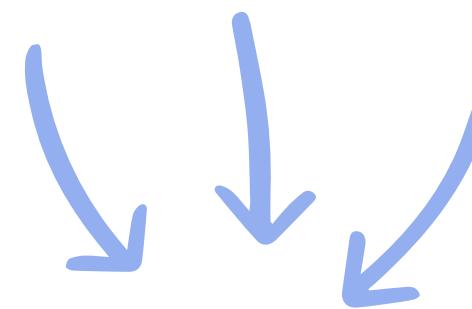
A list of all hangout spots outside the city

Itineraries shared with fellow travellers

Guides with local suggestions for travellers

A buddy that helps user to find new places

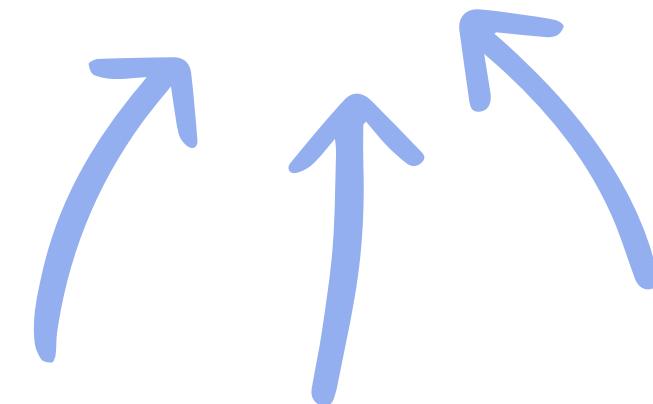
A map with all possible places in the city



# User Needs

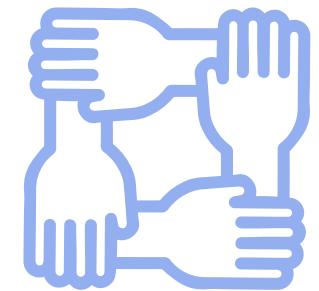


Users need to feel less alone while travelling

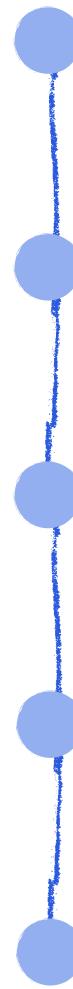
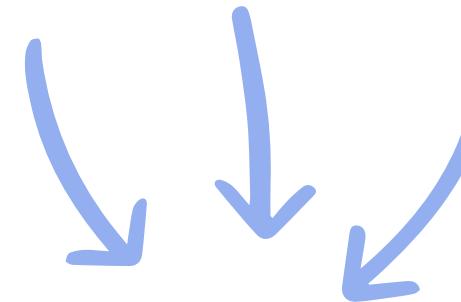


- Mattia says that when travelling for work his colleagues don't want to venture in the city so he has nobody to go out with
- Maria Francesca says that when travelling for work she often wants to do different things from her colleagues
- Vicenzo says that when he's not sightseeing he wants to share his free time with someone

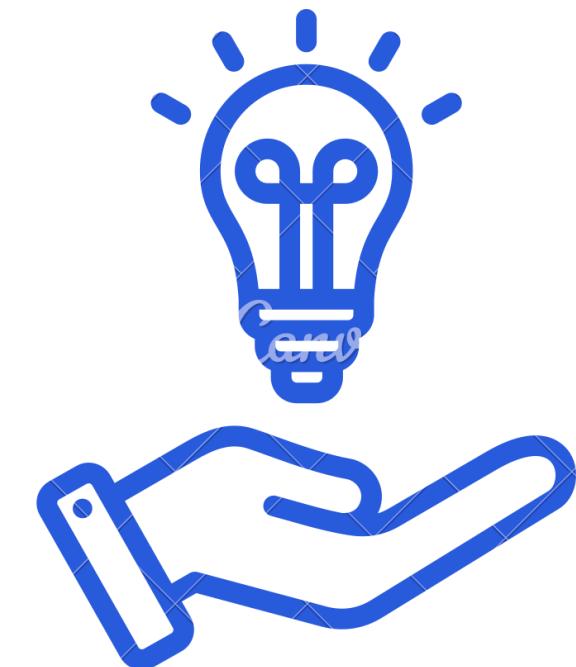
# User Need - solutions



Users need to feel less alone while travelling



Users can create events with people based on their location



Locals organize group trips

Bars and clubs organize events for meeting new people in town

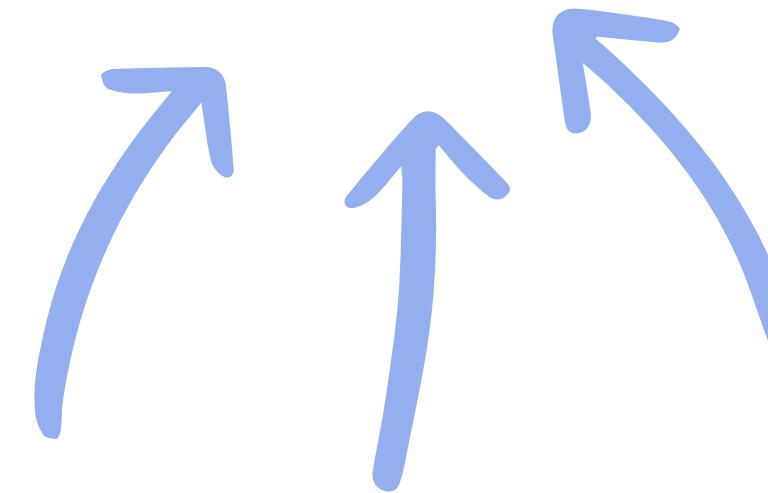
Shared travel journals

Organized groups for travelling

# User Needs



Users need to live the city like a local

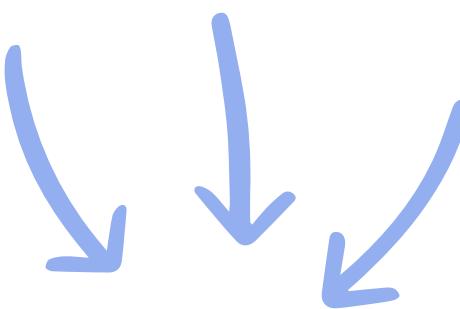


- Patricia says that she usually asks to local people where to go since she wants to eat typical food and not the mainstream ones
- Carolina says that when she's travelling she like to wonder and explore how people live and discover the more underground side through new friendships
- Mario likes visiting open-air markets and living the neighborhoods like a local

# User Need - solutions



Users need to live the city like a local



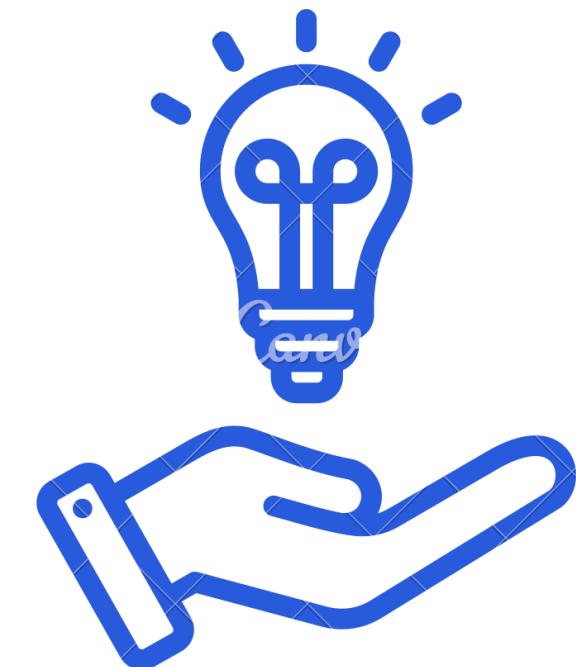
Guides with local suggestions for travellers

A map of nearby local spots and local festivals

A local buddy

Group trips organized by locals

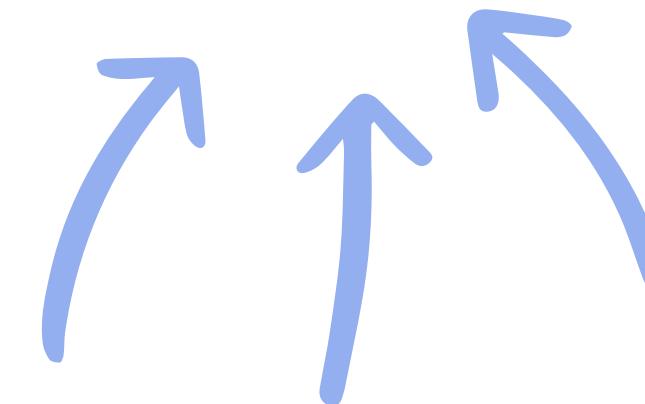
Invitation to have a meal in local people's homes



# User Needs



Users need to meet people to enjoy group activities

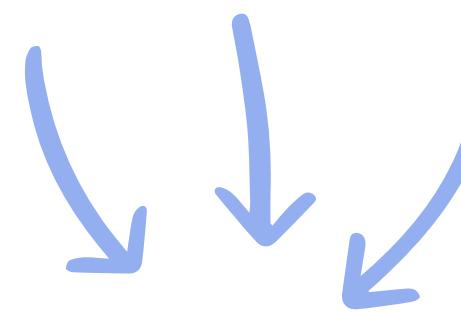


- Mario often travels when his friends are not available but likes to do things in group
- Mattia says that sometimes he's not able to do certain activities because he's alone
- Vincenzo says that while he enjoys travelling alone, sometimes he needs people to do certain group activities that require more than one person

# User Needs-solutions



Users need to meet people to enjoy group activities



Users can create events with people based on their location



Group trips organized by locals

Local people organize groups to participate in events

Organized groups for travelling

More activities for solo travellers

# Solution



**Users can create events with people based on their location**

# MEOW

Meet, Explore, Observe, Wonder



# THANK YOU FOR YOUR ATTENTION!

