

Emotional Design Memorable Tourism App

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User Profile

Age	Gender	Nationality	Occupation	OS	n of smart devices	Social media use (rate 1-5)	Likes travelling	Travels yearly	Shares experiece	Travels with		Usual places to visit	
										Company	Alone	Similar	Different
29	F	Finnish	Man. Assistant	iOs	2	3	y	y	y	x		x	x
23	F	Finnish	student	iOs	1	1	y	y	y	x	x		x
31	M	Chilean	lawyer	Android	1	2	y	y	y	x	x	x	
27	M	Nepalese	student	Android	3	3	y	y	y	x	x		x
27	M	Nepalese	Working	Android	2	4	y	y	y	x			x
24	M	Nepalese	student	Android	1	3	y	n	y	x			x



Semi-structured Interview

1. What are some of the things you like most about travelling?
2. What are the best things of going on a trip with someone else?
3. How do you usually share the experiences you lived on those trips?
4. How do you choose which place to go next? Do you take suggestions or visit familiar places?
5. Do you see yourself in the future, looking back at previous trip pictures?
6. When you look at fun trip pictures, do you feel like repeating them?
7. What is the best part of travelling?

Top 5 activities from Interview Analysis

- Travelling 🚶 ⚓ 📷 🏢
- Networking 👥 🤝 🧑
- Pick places 🎯 🌐 📖
- Experience food and drinks 🍜 🍷 ☕
- Sharing & refreshing memory 💬 ➡ 🔔

Scenario v1

Andy is feeling very stressed and decides he needs a holiday.

He opens memorable app, looks at the suggestion trips the app offers



Scenario v1 (cont.)

He gets excited about the culinary experience one recommendation offers and saves it for a future trip.

Then he looks at the older trips registered on the app, sees ones with his old friend Jenni and realizes they haven't talked in a while.



Scenario v1 (cont.)

Through the app he sends the trip suggestion and asks if she wants to join.

She excitedly replies “YES! Let’s do it!” and they continue chatting, catching up and planning for a future trip.



Scenario's feedback

- Concept easily understood by both people familiar & unfamiliar with Memorable Turism App
- Suggestions only for support features and functionalities
- Could become the Facebook of travel
- Perfect for people that love to travel

Scenario's feedback - Suggestions

- Dashboard where to post and comment
- Words and useful phrases on other languages
- Possibility to buy tickets and accommodation trough the app
- Forum for people's suggestions about places, hotels, etc
- Blacklist (blocking people)

Scenario revised

Winter is coming, and Andy is already feeling very stressed and tired of routine. He thinks that it's time to plan a holiday.

Andy opens from his phone memorable app and looks for trip suggestions the app offers. He gets excited about the culinary experience one recommendation offers and saves it for a future trip.

He then looks at older trips he made, registered on the app and sees one he made with his old friend Jenni. Andy realizes they haven't talked in a while. Through the app he sends the trip suggestion to Jenni and asks if she wants to join. She excitedly replies "YES! Let's do it!" and they continue chatting, catching up and planning for a future trip.



Scenario 2 (available tech.)

Adam realizes his honeymoon is one month away and opens his memorable tourism app.

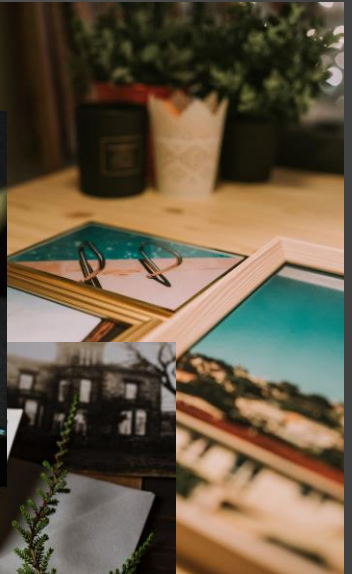
After reliving his honeymoon memories through the app, he checks memorable's offers and books a romantic trip for two.



Scenario 3 (20 years from now)

Granma and little Tommy look at old pictures and curious little is full of questions.

Granma can't remember every detail, but the embedded memorable tourism app on granma's glasses do.



Prototype



Thank you!!