TNAM App

Role: UX Research, Interaction Design, UI Design

Timeline: 2 weeks

Tools: Figma, Google Forms, Google Docs, Google Sheets, Google Slides, Google Calendar, Google Meet, Google Drive, Adobe Illustrator, Adobe Photoshop, Adobe Premiere Pro, Adobe Audition, Adobe Lightroom

Keywords: Tour Guide, Tourist Attraction, Cultural Immersion, Local Culture, Cultural Exchange, Cultural Tourism, Tourism Industry, Travel Industry, Hospitality Industry, Service Industry, Mobile App, Prototyping, Wireframing, Usability Test, Affinity Diagram, Iterative Design

Overview

TNAM (an Arabic Word meaning Location) is a platform aimed at bridging cultural gaps between tourists and local communities in Egypt. It facilitates meaningful interactions between tourists and locals, fostering a deeper understanding of Egyptian culture and promoting cultural exchange. The app's core mission is to enhance the tourist experience by offering **deep cultural immersion** beyond standard tourist attractions, ultimately contributing to the broader goal of **cultural preservation** and promoting cultural tourism in Egypt. The platform's unique value proposition lies in its ability to connect tourists with **authentic, local experiences** that are **rarely offered through traditional tourism channels**.

Problem Statement

During her internship, I found the existing VR craft research study guide and online applications are ineffective for users with Attention Deficit Disorder, causing challenges in maintaining focus and engagement. This issue underscores the need for a more tailored approach, like the use of personalized, strategy-driven tools that could support organization, scheduling, and overall engagement with VR craft research opportunities.

Result

TNAM's application aimed to facilitate authentic tourist access and foster cultural immersion, providing a more accessible, engaging, and fulfilling experience for international visitors.

User Interview

Goal

To learn about pressure individuals undergo during their visits to an unfamiliar country, the challenges they face when navigating a foreign environment, the accessibility and inclusivity of tourist experiences with a focus on cultural immersion.

Target participant characteristics

- Age: 25-45
- Tourists with no previous visits to Egypt
- Are either from a culture significantly different from Egyptian culture or have a different religion
- Include people who have differently-abled needs

Interview Questions

1. Rate the pressure (1) you felt at moment? When you do visit, what pressure do you feel?
2. Is pressure always the same, or does it increase in certain situations or with certain people?
3. Do you utilize any resources available at all moments to lessen your pressure? Which?
4. Do you feel pressure to be a representative of your country when you are abroad? Do you feel more pressure when you are in Egypt?
5. If your family or friends in a particular location to address their challenges and utilize their knowledge and experience with an accessible

Persona

"Longer traveling with my friends and family."

Hazel Wang

Age: 25

Occupation: Graphic Designer

Hometown: Shanghai, China

Family Status: Single

Hobbies: Photography, Hiking, Reading, Yoga

GOAL

- Enjoy time with her friends
- Be free of pressure
- Be safe
- Explore new places and cultures
- Have a memorable experience

Frustration

- Feel out of her comfort zone, overwhelmed or out of control
- Feel pressure to be a representative of her country
- Feel pressure to be a representative of her family and friends
- Feel pressure to be a representative of her profession

Hazel is a 25-year-old cosmopolitan student who loves to travel with her friends, always exploring new places for their leisure and family. Amidst many of her journeys, she has encountered various challenges, including navigating unfamiliar cultures and dealing with the pressure to be a representative of her country, profession, family, and friends, which sometimes hinders her enjoyment.

User Journey

Take Away

Field Trips at unlimited data plan, so I wish I could download the audio guides for offline use.

Have audio guide **support** not just text, but also **tailor** the recommendations without friend access and **take accessibility**.

Creating **social** options, also asking how everything might be relevant **to me**, **my family**, **my friends**.

Full Capitalism's expansion **lack of consideration** during Tourism visits.

"It promotes a interaction and a to help us understand the background, context, and significance of what we are seeing and experiencing."

"It promotes a more **meaningful and authentic experience** of the international **adventure**. I like confidence, such as tips, phrases, gestures, and more.

How might we create an experience that helps users engage?
How might we add a mode which can use without the Internet?

Story Board

Big Picture

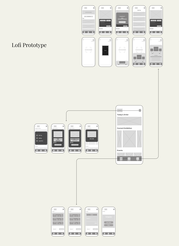
Flow 1

Competitive Audit

	Tripadvisor	Google Arts & Culture	Airbnb Experiences	Lonely Planet
Offerings	Wide range of tours and activities, including cultural experiences, food tours, and adventure tours.	Virtual tours of museums and cultural sites, high-quality images and videos, and educational content.	Unique experiences hosted by local people, including cooking classes, workshops, and cultural tours.	Curated travel guides, city guides, and destination recommendations, with a focus on cultural immersion.
Target Audience	Tourists of all ages and backgrounds seeking diverse experiences.	Culture enthusiasts, students, and those interested in virtual travel.	Adventurous travelers seeking unique and authentic experiences.	Travelers seeking in-depth cultural experiences and local insights.
Strengths	Large selection, user-friendly interface, and strong brand recognition.	High-quality virtual tours, educational content, and accessibility.	Unique and authentic experiences, strong focus on local culture.	Curated content, strong focus on cultural immersion, and expert recommendations.
Weaknesses	Lack of focus on cultural immersion, potential for crowded experiences.	Limited interaction with local communities, dependence on technology.	Limited availability in some locations, potential safety concerns.	Limited coverage compared to other platforms, potential for outdated information.
Opportunities	Partnerships with local communities to offer more authentic experiences, focus on sustainable tourism.	Partnerships with museums and cultural institutions to expand content, virtual reality integration.	Partnerships with local communities to expand offerings, focus on sustainable tourism.	Partnerships with local communities to provide more authentic experiences, focus on sustainable tourism.
Threats	Competition from other travel platforms, changes in consumer preferences, economic downturns.	Competition from other virtual reality platforms, technological limitations, data privacy concerns.	Competition from other platforms, regulatory challenges, safety concerns.	Competition from other travel guides, changes in consumer preferences, economic downturns.

Wireframe

Lofi Prototype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