HCI+D POVs and HMWs

Team 1

Outline

01

Introduction

Team Members

許博翔
Hsiang, Hsu

張琪
Grace Theodore

黃敬媛
Jing-Yuan, Huang

鄧英杰
Miguel Then

Problem Domain: Travel

Let's hang out!

Help users arrange trips easily.

Initial Point of View

We met Ubi who had an uneasy trip experience because of disagreement

We realize that... people involved should actively participate in the trip planning process.

It would be game changing if... the discussion process can be smoother and consensus can be reached easier

Interviewee #1

- **Who?**
  - Dennis Sung
  - Age: 27
  - NTU PhD Student
- **Why?**
  - A travel enthusiast, usually plan the trip.
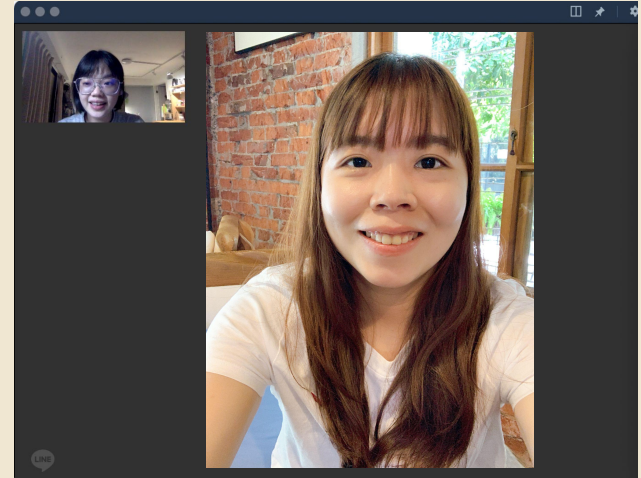- **Where?**
  - Train Station.

Interviewee #2

- **Who?**
  - **Wilson**
  - **Age: 22**
  - **Product Designer**
- **Why?**
  - **Frequently take the initiative to plan the trip**
- **Where?**
  - **Online**

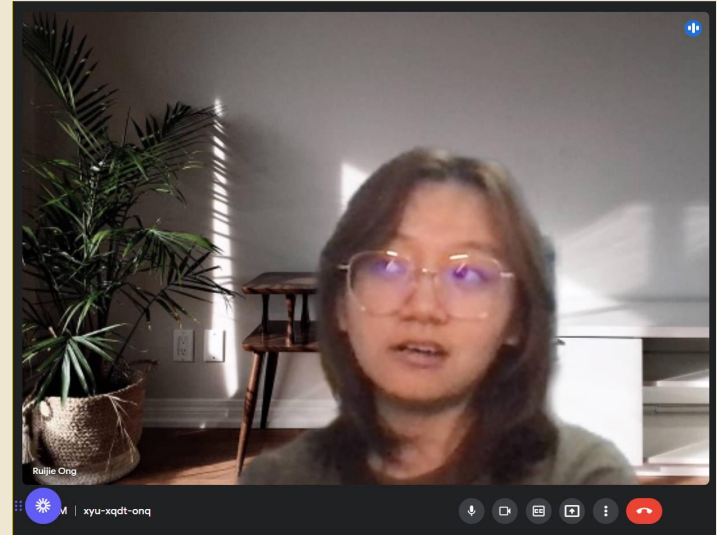# Interviewee #3

- **Who?**
  - Zoan Wang
  - Age: 30
  - Project Manager
- **Why?**
  - Have rich experience in self-guided travel and often plan travel itineraries
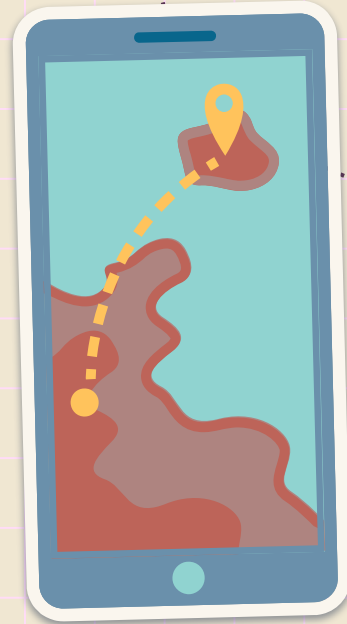- **Where?**
  - Online

Interviewee #4

- **Who?**
  - Ong Rui Jie
  - Age: 22
  - Warwick University Undergraduate
- **Why?**
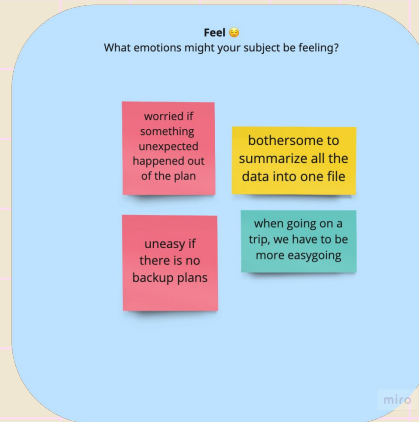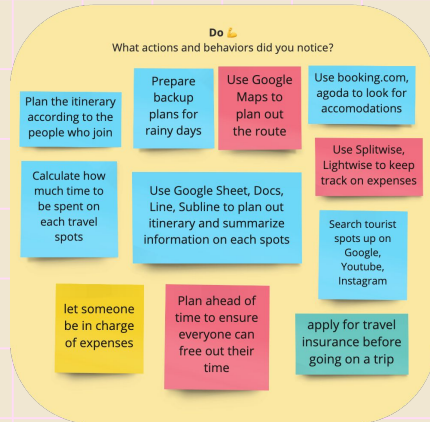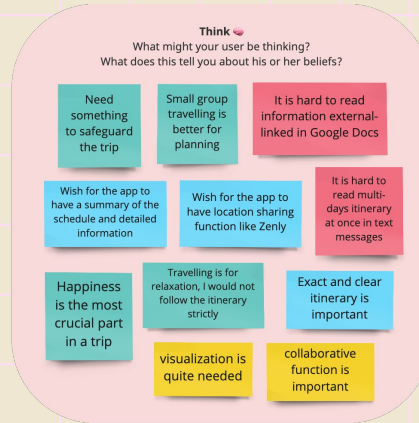 - Travels all over europe for every sem break
- **Where?**
  - Online

02
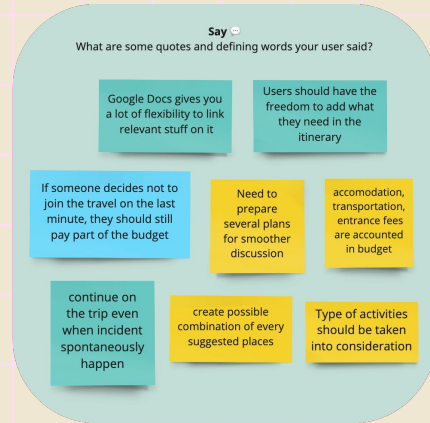
Additional Needfinding

Empathy Map

Say 💬
What are some quotes and defining words your user said?

Google Docs gives you a lot of flexibility to link relevant stuff on it

Users should have the freedom to add what they need in the itinerary

If someone decides not to join the travel on the last minute, they should still pay part of the budget

Need to prepare several plans for smoother discussion

accomodation, transportation, entrance fees are accounted in budget

continue on the trip even when incident spontaneously happen

create possible combination of every suggested places

Type of activities should be taken into consideration

Think 💭
What might your user be thinking?
What does this tell you about his or her beliefs?

Need something to safeguard the trip

Small group travelling is better for planning

It is hard to read information external-linked in Google Docs

Wish for the app to have a summary of the schedule and detailed information

Wish for the app to have location sharing function like Zenly

It is hard to read multi-days itinerary at once in text messages

Happiness is the most crucial part in a trip

Travelling is for relaxation, I would not follow the itinerary strictly

Exact and clear itinerary is important

visualization is quite needed

collaborative function is important

Do 💪
What actions and behaviors did you notice?

Plan the itinerary according to the people who join

Prepare backup plans for rainy days

Use Google Maps to plan out the route

Use booking.com, agoda to look for accomodations

Calculate how much time to be spent on each travel spots

Use Google Sheet, Docs, Line, Subline to plan out itinerary and summarize information on each spots

Use Splitwise, Lightwise to keep track on expenses

Search tourist spots up on Google, Youtube, Instagram

let someone be in charge of expenses

Plan ahead of time to ensure everyone can free out their time

apply for travel insurance before going on a trip

Feel 😊
What emotions might your subject be feeling?

worried if something unexpected happened out of the plan

bothersome to summarize all the data into one file

uneasy if there is no backup plans

when going on a trip, we have to be more easygoing

Empathy Map: Say

- Google Docs gives you a lot of flexibility to link relevant stuff on it
- Users should have the freedom to add what they need in the itinerary
- Need to prepare several plans for smoother discussion
- Type of activities should be taken into consideration
- Create possible combination of every suggested places
- Continue on the trip even when incident spontaneously happen
- If someone decides not to join the travel on the last minute, they should still pay part of the budget
- Accomodation, transportation, entrance fees are accounted in budget

Empathy Map: Do

- Use Google Sheet, Docs, Line, Subline to plan out itinerary and summarize information on each spots
- Use Google Maps to plan out the route
- Search tourist spots up on Google, Youtube, Instagram
- Use booking.com, agoda to look for accomodations
- Use Splitwise, Lightwise to keep track on expenses
- Prepare backup plans for rainy days
- Plan the itinerary according to the people who join
- Calculate how much time to be spent on each travel spots
- Let someone be in charge of expenses
- Plan ahead of time to ensure everyone can free out their time
- Apply for travel insurance before going on a trip

Empathy Map: Think

- It is hard to read information external-linked in Google Docs
- It is hard to read multi-days itinerary at once in text messages
- Wish for the app to have a summary of the schedule and detailed information
- Wish for the app to have location sharing function like Zenly
- Exact and clear itinerary is important
- Visualization is quite needed
- Collaborative function is important
- Need something to safeguard the trip
- Small group travelling is better for planning
- Travelling is for relaxation, I would not follow the itinerary strictly
- Happiness is the most crucial part in a trip

Empathy Map: Feel

- Worried if something unexpected happened out of the plan
- Bothersome to summarize all the data into one file
- When going on a trip, we have to be more easygoing
- Uneasy if there is no backup plans

Needs & Insights

"I search tourist spots up on Google, Youtube, Instagram and it is quite time consuming."

Insights: Several different apps have to be used non interchangeably to find the suitable travel spots

Needs: A one-stop app which provides all needed informations of each travel spots

Needs & Insights

"I usually provide several plans to ensure the smoothness of the discussion."

Insights: Several plans should be prepared in advance should there be someone who doesn't like the itinerary.

Needs: Suggestions for other activities that can fit into the itinerary.

Needs & Insights

"Usually a specific person is in charge of taking notes of the expenses."

Insights: It is not easy for everyone to collaborate on tracking expenses.

Needs: A built-in function of bill splitting in the itinerary plan.
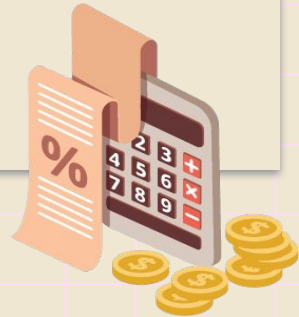
03

Revised POVs
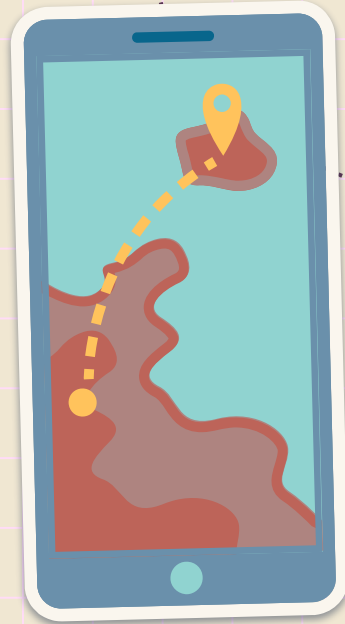
Point of View #1

We met Zoan who had trouble searching and choosing spots for trips.

We realized that... the informations online are too discrete and hard to compile together

It would be game changing if... all related informations is gathered together to be read at once.
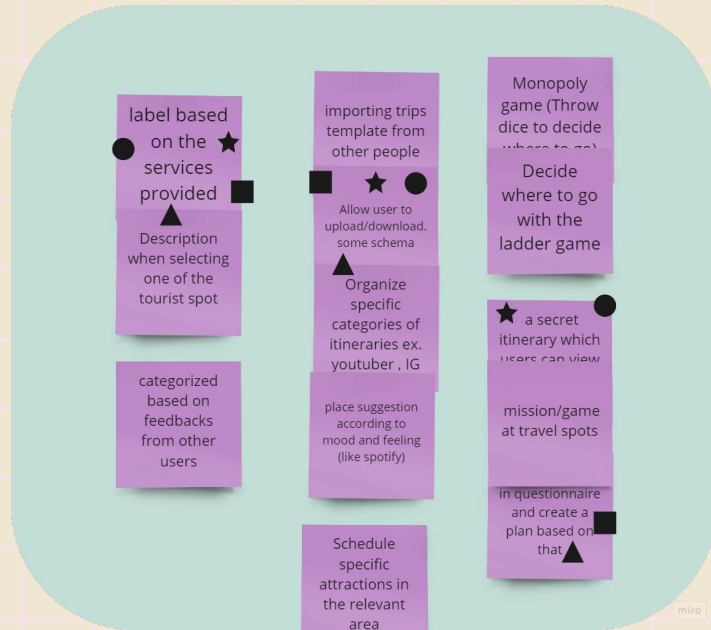
HMW

- **HMW label each spots for better comprehension?**
- **HMW prepare some schema containing plots or restaurants?**
- **HMW make the spot choosing process more fun?**
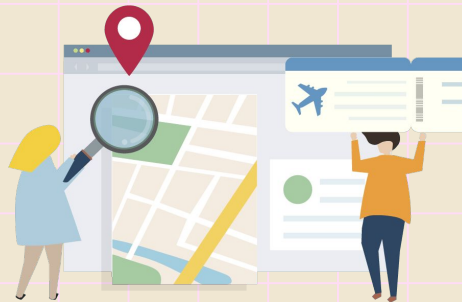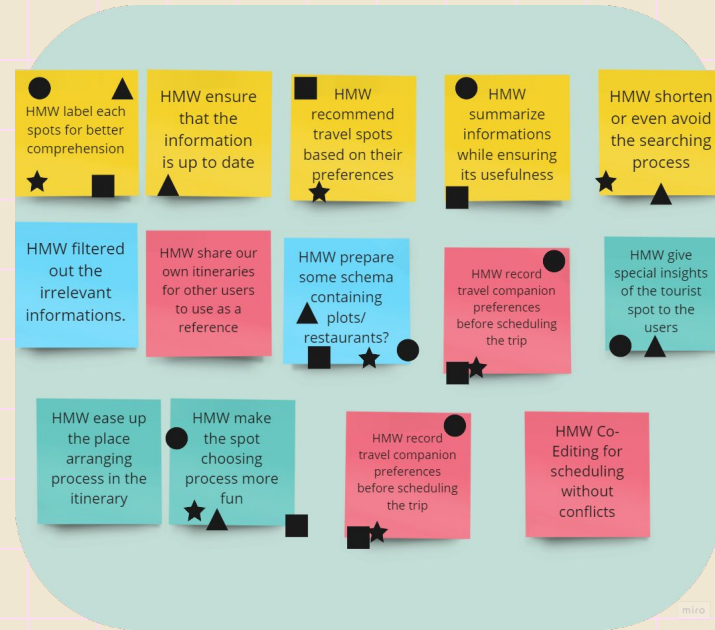
Solutions

- Small details like restroom, parking lot etc. will be labelled at the spots.
- Users can have their own travel schema/template or choose from others, and those templates will have their own category.
- Create a secret itinerary with mission for users to complete.

Point of View #2

We met Dennis who had difficult times in arranging places that can satisfy everyone needs.
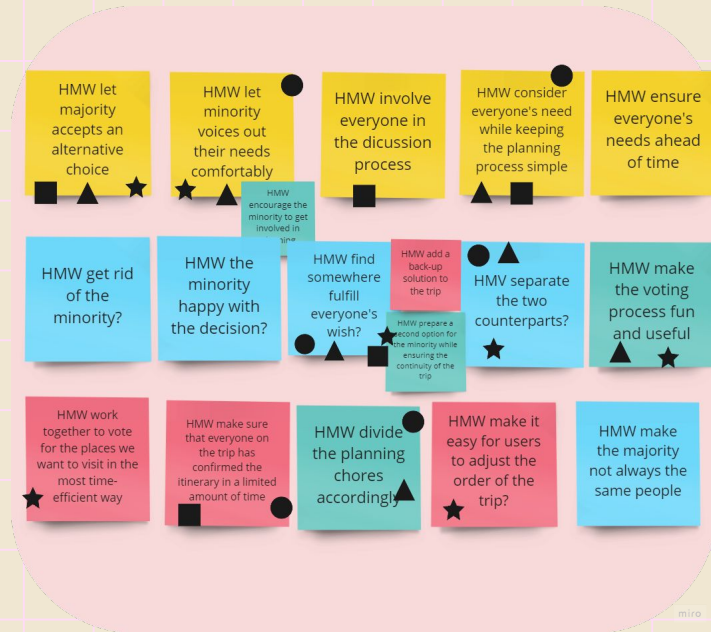
We realized that... someone in the trip had to compromise to the itinerary that the majority agrees on.

It would be game changing if... everyone involved can vote for the places while the minority needs can also be taken care of.

HMW

- **HMW find somewhere fulfill everyone's wish?**

- **HMW let majority accepts an alternative choice?**

- **HMW consider everyone's need while keeping the planning process simple?**

Solutions

Suggest some places with multiple choices. e.g. different activity, restaurant...

time-limited voting game

let users write their preferences of activity types

label each spots based on activity types

Highlight the pros and cons of attractions

provide time passing mini games for the minority who doesnt have activities (poker,party game?)

Write the requirements on the itinerary (remind everyone like the task requirements)

auto suggest other possible activities in the area

Arrange according to attractions and restaurants in the arrangement interface

make sure that at least one of everyone's plan is picked

let people vote in a questionnaire

miro

- **Auto suggest other possible activities in the area.**
- **Let users vote for the plans while ensuring at least one of theirs is chosen.**
- **Highlight the pros and cons of attractions.**
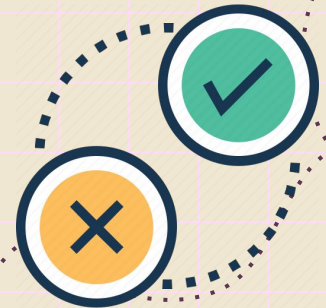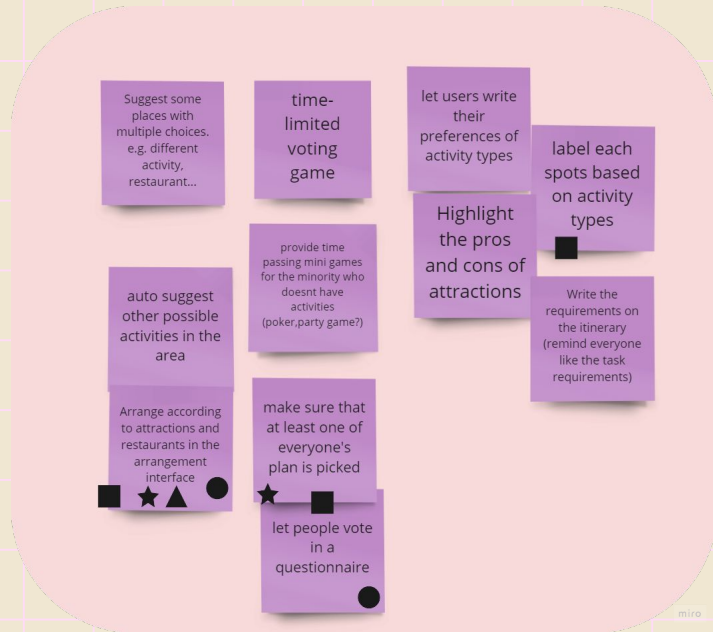
Point of View #3
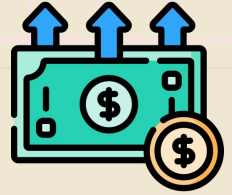
We met Wilson who found that recording and splitting expenses along the trip is tedious.

We realized that... some expenses might get forgotten and it might be hard to split after a period of time.

It would be game changing if... expenses will be recorded according to the places visited and details are being kept
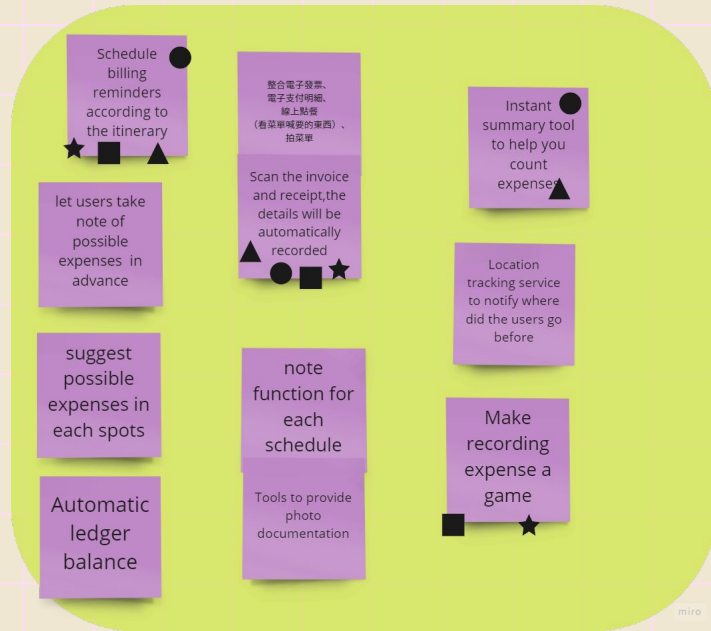
HMW

- **HMW retrieve forgotten expenses?**

- **HMW keep the menu or price list and keep everyone's order?**

- **HMW confirm the details of expenses at any time during the trip?**
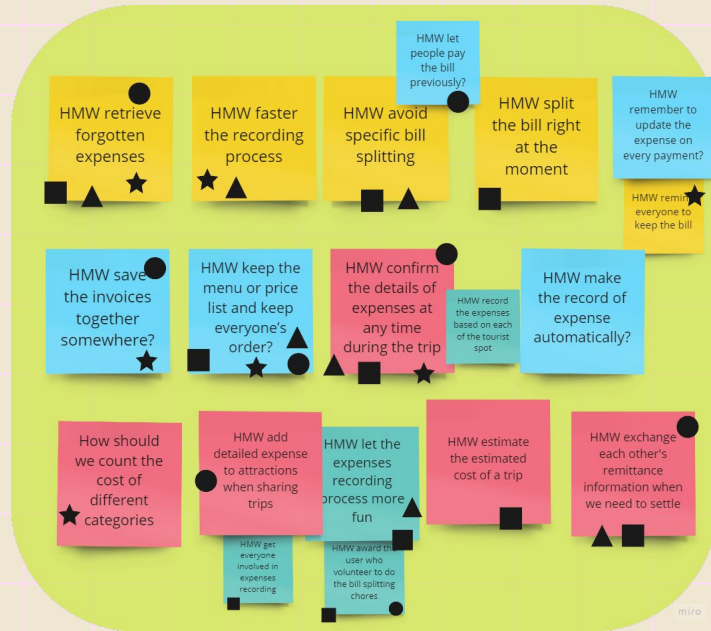
Solutions

- **Schedule billing reminders according to the itinerary.**
- **By scanning the invoice and receipt, the details will be automatically recorded.**
- **Instant summary tool to help you count expenses.**

03

Summary

Summary

- Trying to bring some surprise into travelling may spice up the trip.
- A trip template or schema is helpful for people who is an amateur in trip planning
- App function can't help in satisfying everyone needs in a trip as negotiating can be done with just discussion.
- It would be helpful to let the users have fun in recording expenses so that they would willingly do it.
- We would think about how to let the users arrange their trip based on templates while increase the fun in it.

Thanks For Listening

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Slide template provided by Slidesgo

Many thanks to the interviewee for their time for this needfinding research