

The background of the image is a dark purple color with a subtle, abstract geometric pattern. The pattern consists of various shades of purple, from deep navy to light lavender, creating a sense of depth and movement through overlapping triangles and quadrilaterals.

Hi.



User-Centered Design

Researcher | Designer

Retraining Compulsive Spending Behavior

Exploring factors that drive overspending, and finding solutions to retrain errant spending patterns in young working professionals



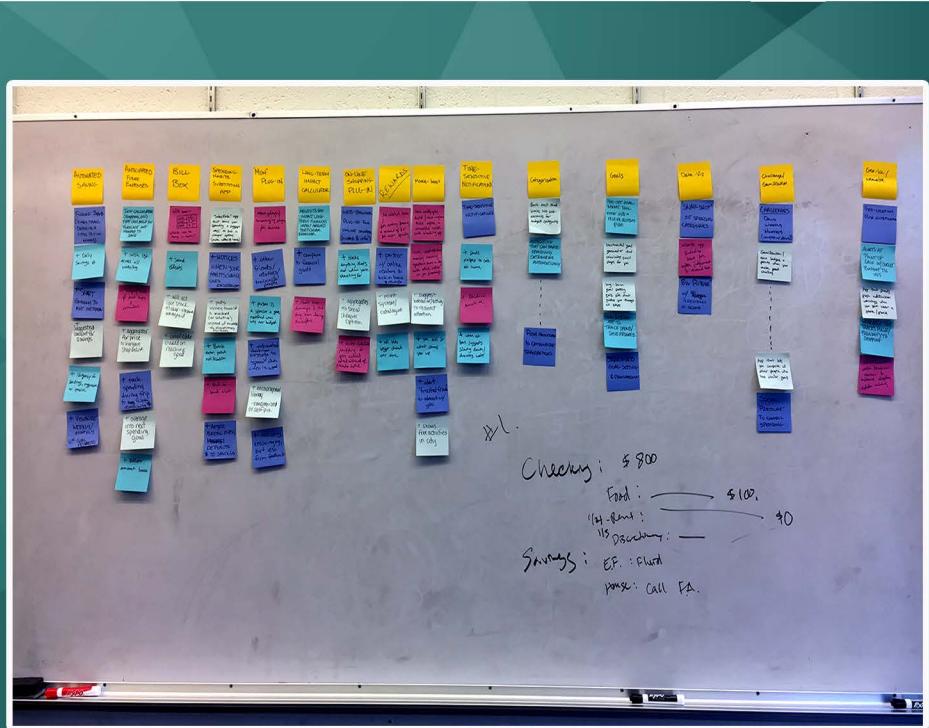
How might we help 25-40-year-old working professionals curb impulses that lead to overspending?



Working professionals, age 25-40, who engage in habitual spending behavior and self identify as wanting to reduce their spending habit.



Online Survey | Diary Entries | Semi-formal Interviews | Competitive Matrix



USER PERSONAS



ENTRY-LEVEL ERICK



Age: 26
Location: Crown Hill, Seattle, WA
Relationship: Single
Income: \$38,000/year
Education: BBA Marketing, Boise State University
Occupation: Associate Account Coordinator at Razorfish

"I need to learn how to start budgeting and saving without compromising my lifestyle."

TECHNICAL PROFICIENCY: Least —————— Most

BIO:

Meet Erick. Hailing from Boise, Idaho, Erick decided to make the leap and move to Seattle after he completed his undergraduate degree in Marketing from Boise State University to break into the tech industry. He lives in Crown Hill with his roommates Chad and Ryan.

Erick is passionate about his hobbies, which include keeping up with the latest gadgets, hiking and skiing, and going out to bars with his friends. Between the electronics and the mountain gear, his hobbies can get expensive - and his passion for them can often get in the way of his ability to pay off his debt and save for an emergency fund.

Mashable HM REI TechCrunch

a^3+n | User Personas

ON THE RISE OLIVIA



Age: 34
Location: Wallingford, Seattle, WA
Relationship: Married
Income: \$72,000/year
Education: BSN Nursing, Western Washington University
Occupation: RN at Virginia Mason Hospital

"I want to feel financially prepared for my family's future, and need something to guide me."

TECHNICAL PROFICIENCY: Least —————— Most

BIO:

Olivia, a Bellinham native, lives with her husband Trevor in Wallingford. They recently moved into a 2-bedroom rental to give themselves a little extra space. She has worked as a nurse at Virginia Mason for 12 years and really enjoys the pace and challenges that a typical day provides.

Olivia and Trevor have been talking a lot about having kids and buying a house some day. She's thinking about her 5-year and 10-year plan, and wants to make sure that she can save enough money to support her long term goals. Since she's very busy, Olivia likes apps and services that are convenient and can save her time.

BETTER HOMES AND GARDENS LOFT WILLIAMS-SONOMA TARGET

a^3+n | User Personas

Solution - Set

DATA VIZ:

The first phone screen displays a pie chart titled "Your spending" with a large slice labeled "FOOD". Below the chart are two boxes: "FOOD \$XX.XX" and "RENT \$XXXX". The second phone screen shows a bar chart titled "Compare months" for July, Aug, and Sept. It includes a legend for categories like food, rent, and gas, and shows percentage changes: +2.8% and +3.7%.

- Display real-time spending data
- Show individual transactions
- Show spending change
- Month over month data
- Category amounts + total average changes

GOAL SETTING:

The first phone screen is titled "Goal quiz" and contains three numbered sections: ① "WANTS?", ② "NEEDS?", and ③ "GOALS?". Each section has a "YES" or "NO" button. The second phone screen is titled "Goal Results" and lists three goals: ① "WEEKLY", ② "MONTHLY", and ③ "YEARLY", each with a progress bar and a "REJECT" button.

- Answers questions to populate goals
- Each side scroll section is a different spending topic
- System offers goals
- User can accept or reject goals
- Would also show incremental progress

ACCT. CATEGORIZATION:

The first phone screen shows "ACCOUNTS" with a list of accounts: Checking (BAL: \$XXXXXX), Rent, Food, Phone, and Utility. The second phone screen shows an "ALERT!" message: "Low balance in Food (Grocery) Category XX.XX left until next week". It includes a "Transfer Money" button and a "GOT IT!" button.

- Break out accounts into categories to see amounts more accurately
- Alert lets you know when you're low
- Acknowledge or put money into category
- Lock some savings acccts to avoid emotional transfers

Navigating Design In Organizations



Researcher | Analyst

PROBLEM 1: *Clothing is personal and emotional, shopping online for clothing isn't*

PROBLEM 2: *Amazon Fashion Facing Challenges*

User Solution (Value Proposition)

- Situation based outfit recommendation
 - Effective outfit searching
 - Reducing social insecurity
- Better online buying experience
 - Customization (saved measurements)
 - Convenience (one-click outfit buying)
- Community
 - Inspired by others' outfit stories
 - Content co-creation

Amazon Solution

- Makes Amazon more competitive in the apparel industry
- Sales boost in an Amazon sector that's not performing as strongly as others
- Brings additional vendors to Amazon
- No changes in the way Amazon distributes its regular clothing products

Business Model Canvas

Key Partners 🔒	Key Activities ✅	Value Proposition 🎁	Customer Relationships ❤️	Customer Segments 💇
Key fashion influencers (bloggers, online & print magazines, celebrities)	Research & Development Vendor Development Software Development	Situation based outfit recommendation Better online buying experience Community	Communities Co-Creation Customer Service	Young Professionals interested in fashion
Amazon Fashion Dept.	Key Resources 💼		Channels 🛍️	
Amazon Partner Vendors	Software Developers Content Creators & Influencers Finance Amazon Internal Departments		App Store Amazon Subsite	
Cost Structure 💵		Revenue Streams 💰		
Software Development Maintenance	Marketing Staff Salaries	Clothing Sales Partnership Fees		

Market Analysis

- Background
- Mini FAQs
- Market Landscape
 - Direct vs. Indirect Online Sales in Fashion
 - Market Cost Structure
 - Geographic Considerations
 - Regulatory Considerations
- Competitive Landscape
 - Current Competition
 - Revenue Streams
 - Market Entry
 - Competitive Comparison Matrix

Revenue Stream

Direct Competitor	Investor Funded	Partner Links	Advertising	Product Sales	Sales
Keep.com	X	X	X		<i>Information not publicly available</i>
Amazon Fashion	X			X	\$16.3 billion
Polyvore	X	X	X		<i>Information not publicly available</i>
Chiara Ferragni	X	X		X	\$8 million
Mynta	X	X	X		<i>Not profitable yet</i>

Competitive Analysis | 01

SUITED (Group 9)	Your Value Prop:	Competitor Analysis: Key Metrics & Features												General Notes
	URL of Website	User Names And Passwords	Purpose of Site	Year Founded	Funding Rounds	Revenue Streams	Monthly Traffic	Primary Categories	Social Networks	Content Types	Personalization Features	Competitive Advantage		
Keep.com	https://keep.com/	UN: Group 9 PW: Group9 Email: group9@gmail.com	Like Pinterest, this app and website allows users to save items from the web onto curated boards. It also includes a feature that allows users to choose apparel pieces through a Tinder-like system of swipe right or left to see what items are available for an individual user. The personalized curation and one checkout system (no matter how many retailers) is what makes Keep.com is what the focus of this site is about.	2010	2; \$44 million total	Funding Affiliate Link Fees	330K (US)	E-Commerce, Fashion, Information Services	Pinterest: https://www.pinterest.com/keepdotcom/ Facebook: https://www.facebook.com/Keepcom Instagram: https://www.instagram.com/KeepShopping	Heavily photo-based	Curated lists based on swipe right/left outfit feature,	They're doing something no one else in the fashion market is doing with curated sales lists and a one checkout shopping cart. They offer a competitive affiliate program which allows profit users to receive compensation for curated and promoted posts.	Awesome product, but still doesn't quite touch on the emotional aspect of shopping and is heavily female-based.	
Amazon Fashion	amazon.com	UN: group9login@gmail.com PW:suitedbyamazon	Amazon is the largest Internet-based retailer in the world by total sales and market capitalization. Amazon Fashion is one category arm of the larger business.	1994	2; \$108M total	Within the Fashion department, there are 10 categories (negotiated price to the vendor's onboard to the Amazon platform)	95 million	E-Commerce, Cloud Services, Logistics/Fulfillment	Facebook: https://www.facebook.com/amazon Pinterest: https://www.pinterest.com/amazon/ Twitter: https://twitter.com/amazon Instagram: https://www.instagram.com/amazon	Landing page tries its best to feel like a fashion magazine through use of styled hero photos as category entry portals. Some curation ("The Boot Guide") but these are only temporary and not permanent than editorial content. Fashion item-detail pages are very similar to other Amazon products (i.e. a dress is displayed differently than a garden hose).	Recommendations are made based on past-purchased items; the user can shop by category to save size or style preferences.	A very large selection. A trusted brand name. Known/trusted return policies. Prime shipping. Everyone already has an account (i.e. little friction between product view and checkout). Wishlists are an available alternate function, but are not specific to fashion.	Amazon is the largest online retailer in the US. Its fashion department uses Amazon's own product taxonomy/filter. While adding some "fashion-like" design elements (high-contrast colors, responsive hero photos), the website is still functional and aesthetically Amazon. While the website has some unique tools/functions to make browsing easier (for example, the bra filter: https://www.amazon.com/af/br/afref=1_bf_Landing.html), these items are not prominent in the navigation, and do not appear as the primary interface for exploring available product offerings.	
Polyvore	http://www.polyvore.com/	User Name: vivyyao Password: 503group9	Helps users discover outfit ideas, mix and match their own looks and shop products	2007	3; \$22.1 million total	1. Advertising revenue through brand placement products 2. Fee from affiliate link commission	954K (US)	Trending, Outfits, Women, Dresses, Shoes, Accessories, Beauty, Men, Sale	Facebook, Twitter, Pinterest, Instagram	Heavily photo-based	Personal Profile, Liked sets, Items, Likes, Followers, Followers, Groups	1. Users can mix and match on their website. 2. Users can easily buy items using links Polyvore provides. 3. Users are sharing their mix & match outfit, so others can like and follow them (For example, two, three, four users can follow each other in the market since they need to affiliate with other brands and attract more users to their site).	A fun place to play around, especially for people who love to style their own looks	
Chiara Ferragni	http://www.chiaraferragnicollection.com/us_en/	User Name: Sylvia Lee Email: 513000629@qq.com password: suitedbyamazon	This is a blog-turned-lifestyle website for presenting and selling products of the brand Chiara Ferragni, founded by the same name style icon.	2013	n/a	1. Product sales 2. Exposure for the blogger and her "BlondeSalad" blog site	80K (global)	Shoes, Accessories, Lifestyle, Brand information	Facebook, Twitter, Pinterest, Instagram, Youtube, Google+	Heavily photo-based	Account information, orders, wishlists, newsletter subscriptions, "missing size"	1. Exposure from the same name style icon and other fashion bloggers and celebrities (wearing the items as advertisement and constant exposure) 2. Playful and cool design (its iconic "flirting" motif) + collaboration with famous designers 3. Lifestyle guidance (photos of models on various occasions)	Recommend to have a look at Chiara's blog website (http://www.chiaraferragnicollection.com/us_en/) which is its advertising and corresponding brand tie-ups. There are many lifestyle posts and articles on fashion and beauty.	
Mynta	www.mynta.com	Username: group9@gmail.com Password: suitedbyamazon	This Indian website is for selling fashion from chic brands with a personalization of gift items. It has a good customer service because of its excellent delivery speed and an up-to-date fashion blog	2007	9; \$158.75M	1. Sales 2. Site links (295 links) 3. Advertisement	13,255,000	Men, Women, Kids, Home Decor	Facebook, Twitter, Instagram, Youtube, Google+	Heavily photo-based	Profile, Wishlist, E-mail newsletters, descriptions, Offers and discounts for members, recommendations for members, category based on the gender, men's wear/women's wear/nightwear/beachwear	1. Huge customer base // India: 96% visitors, USA: 0.8%, China 1.0%. 2. Good Customer service 3. Easy to browse and navigate 4. Blog (though not very influenced by big fashion icons)	Covers interests of both men and women but recommendations can be very broad. Categories are not very clear and blog is not sort after as it lacks the influence of fashion icons	

Competitive Analysis | 02

Indirect Competitors														
OkCupid (search and taxonomy design)	okcupid.com	U: group9 P: suitedbyamazon	A free online dating site featuring extensive search features; built on data from user expressed preferences and social queues. Well-known among users who prefer to be used by the more urban/young/hipster crowds (multiple orientation/sexuality attributes, for example, make the site known to be more accepting than average).	2004	1; \$6M	Paid accounts (freemium); advertising	960k	Online dating	Twitter: https://twitter.com/okcupid Facebook: https://www.facebook.com/okcupid/ Instagram: https://www.instagram.com/okcupid/	User-generated content (dating profiles) – text dominant in terms of total area, but photos seem to be the most prominent element of interaction and so are placed with greatest prominence	Extensive quizzes and data generators to create a deeper profile per user – reflected in "% match" with other users	Data generation and taxonomies that are more useful to the user base than other websites. For example, I can search for a mate based on "advantages" or "disadvantages" which makes me as a consumer feel like the site is "built for me" and therefore more useful/valuable!	This site tailors its taxonomies to its user base. Searching by "kindness" certainly isn't something I'd expect to see on ChristeningDay, which makes me as a consumer feel like the site is "built for me" and therefore more useful/valuable!	
Pinterest	www.pinterest.com	User Name: viviyao, Password: 503group9	Provides a worldwide catalog of ideas; helps users find and save various types of ideas, such as style inspiration	2009	11; \$1.32 billion total	Mainly advertising	55.8M (US)	Animal and pets; Arts; DIY; Design; Education; Events; Fashion; Film; music & books; Food & drink; Gardening; Hair & Beauty; Health & fitness etc	Facebook, Google+, Twitter, YouTube, Flickr, Github	Photo Dominant	1. Users can search for anything that they are interested in through search and it is categorized in "pins". 2. Users can pin things that in other websites and still can see them in Pinterest. 3. Pinterest is a broad sharing community (it's not nearly repeat users) and it takes some time to achieve success since it needs a great number of audience including users and people/retailers who want to get pinned)	Business model is still evolving; recently introduced the Pinterest Shop		
BirchBox	https://www.birchbox.com/	UN: Group 9 PW: Group9 Email: group9@gmail.com	Offers a monthly curated beauty subscription based off of a user answering a few questions about their makeup and skincare preferences.	2010	4; \$86.9 million	Subscription Fees and Purchases of full-size products	4M (US)	E-commerce, Beauty, Internet, Subscription Based, Skincare	Facebook: https://www.facebook.com/Birchbox/ Twitter: @birchbox Instagram: https://www.instagram.com/birchbox/ Pinterest: https://www.pinterest.com/birchbox/ Tumblr: http://log.birchbox.com/ Youtube: https://www.youtube.com/birchbox	Offers curated products in a monthly subscription box	They were one of the first companies to sell beauty products through a subscription box and not in-store, so they had much more success with beauty consumers. Their price is affordable at \$16 a month and they often offer discounts on full-priced items to give great incentives to customers.	I'm curious how they will continue to become less popular.		
Etsy	www.etsy.com	UN: Sylvia Lee; Email: shuyuli@uw.edu; pw: suitedbyamazon	Etsy is a P2P ecommerce website focused on handmade or vintage items. A platform for sellers to present their products and a channel for buyers to choose the items they like	2005	8; \$96.9 million	making money when Etsy sellers make money; listing fee for each item commission fee for each sale; additional revenue from seller services including advertising platform, payment processor, shipping labels	180M (60% from US)	Clothing&Acc.; Jewelry; Craft Supplies&Tools; Weddings; Entertainment; Home&Living; Kids&Baby; Vintage	facebook, Twitter, Pinterest, Instagram	Heavily photo based (editorial or artistic instead of commercial catalog style) videos Profile; favorite items, followers, contact	1. A shared success with Etsy sellers (some sellers make a living on this platform). 2. A wide range of products especially those handcrafted and artistic items, focusing on creativity. 3. Its emphasis on connecting real people – sellers and buyers – in each transaction	It's interesting that in the website's "about" and "mission" page, Etsy focuses a lot on introducing their "handmade business" which is dedicated to build relationships with people who make and sell products.		
Airbnb (search and taxonomy design)	https://www.airbnb.com/	Email Id: Group9@gmail.com Password: suitedbyamazon	Airbnb is an online residential network to find short term stays at prices set by the property owners	2008	10; \$2.95B	Funded by 31 companies for \$1.5B; commission from hosts, commission from guests, website, app	32,925,000	Airbnb picks, Explore the world, guidebooks	Facebook, twitter, Instagram, Google+	Heavily catalog based	1. Huge customer base. 2. People get a chance to interact with new people in a new city for easy communiting. 3. Preferred alternative to travel, it's more convenient and cost effective. 4. Convenient	There is an increasing concern with the customers and hence Airbnb has started losing its customer base		



Designer | Researcher



User Stories

1. As a bride who is preparing my wedding, I want to ensure the information about my wedding reception venue which is in another country is in detail and accurate so that I can know how to decorate the venue without having to go there.
2. As a host, I want to provide detailed information about my place to attract more buyers/renters.
3. As a wedding planner, I want to have detailed information about a wedding venue so that I could provide better service for my clients.
4. As an event planner, I want to help my clients to narrow down their lists of venues quickly, in order to pick just a few to spend time touring.
5. As a bar owner, I want to promote my place as a small scale party venue by quickly showing customers how events will look like in my place
6. As a photographer, I want to pick up a place that will match the style of my models by visualizing them in certain poses at that place.
7. As a TED organizer, I want to make sure that the venue I choose ensures every audience to hear clearly what the lecturer says.

Press Release

FOR IMMEDIATE RELEASE

VRify: See The Event Before It Happens

Preview your I-Do (... or your bar mitzvah, or your TED conference): VRify launches a service to help people explore, plan, and book event venues remotely, via VR.

SEATTLE, WA – April 1st, 2017:

Today VRify announced their new virtual reality service, which helps event venue owners to create true-to-life VR representations of their location offerings – and enables people planning events to tour and book these venues remotely. By layering VR experiences onto a traditional, web-based peer-to-peer rental framework (accessible on vrify.com), the company seeks to shake up remote event planning by making it easier, more realistic – and ultimately, more profitable.

In doing so, many in the events industry predict that VRify is initiating an era of enhanced viability for remote event planning – particularly expanding (and disrupting) the growing practice of couples planning weddings far away from their home cities.

"In 2015, nearly half of couples were married 200 miles or more from where they lived at the time they were married," says VRify Product Manager Livia Brown. "With a \$55 billion wedding market in the United States, this means that billions of bridal dollars are being spent planning details that couples may not even see until their Big Day. And that's a big deal."

VRify sees a clear opportunity in venue-touring as the most difficult aspect of planning an event remotely. Their VR platform allows users to immersively tour a venue before booking, in ways that many VR aficionados would be familiar with (such as the use of Google Cardboard viewers and VR headsets as its medium) – but the service also has some distinct event-niche tricks up its sleeve.

"We saw that users were challenged by the 'blank canvas' effect of many venues – while they're undeniably beautiful in their raw form, it was hard for users to visualize exactly how the spaces would look when set up for their anticipated event format, without actually being there," notes Brown. "A 200-person cocktail reception and a 50-person banquet may occupy the same space, but feel very different. So we wanted to help users explore that."

In each venue's tour, users may "flip" between views of the space adorned neutrally – and real VR-video of previous events held there. Intuitively designed, it feels similar to using a child's ViewMaster toy, but this simple interface masks the groundbreaking technology that makes it a first-of-its-kind feature in the VR tour space. And while previewing a party in VR may seem like the last frontier of event planning, VRify sees it as offering something that a typical 360° venue tour can't: Context.

"I was planning a destination wedding in Thailand – thousands of miles from my home in Sacramento," says Lauren, 28, a beta user. "In the leadup to our wedding, we were saving every penny for the event and the honeymoon – so jetting off to Phuket to tour a few places simply wasn't an option. So I was so thrilled to find VRify, because it allowed me to find the perfect Thailand for our 150-person reception – and I'm confident in booking it, because by previewing it via other weddings it had held, VRify helped me feel like it wasn't actually sight-unseen."

One feature of particular interest to venue partners will be the ability to create "hotspots" within the VR tours – enabling hosts to highlight (in text or via voice) the unique features of their spaces. "Personalized tours are a big part of the venue

1 <http://ir.xopgroup.com/investor-relations/press-releases/press-release-details/2016/Wedding-Spend-Reaches-All-Time-High-As-Couples-Look-To-Make-The-Ultimate-Personal-Statement-According-To-The-Knot-2015-Real-Weddings-Study/default.aspx>

decision-making process," notes Brown. "We sought to accommodate as much of that personality and specificity in our VR product as possible."

VRify's service offers multiple other benefits for venue owners – including a greater initial trust relationship with clients, and the ability to reach guests who might've been out of reach previously – both of which have contributed to greatly-increased bookings for partner venues during the service's beta period.

"Working with VR has allowed us to easily market our venue space to clients across the country," says Anne Gibbs, the events manager at Inn At The Market in Seattle. "And by using VRify as both a lead-generation and a touring tool, we've seen our sales boost 25% over our usual pace – and the process of qualifying potential clients has been immensely streamlined for our office staff. We couldn't be happier."

Bob Johnson, Marketing Director at VRify, has been happy to hear such good feedback throughout the beta period. "Our company is proud to offer a service that will revolutionize the venue rental space. From those looking to rent the venue to those who own the venue, we are making this disconnected industry easier for everyone with VRify," he says. "We hope that our technology will enable guests to fully understand a space before making a reservation. This platform will not only accelerate the process by minimizing the back-and-forth that results from guests' unanswered questions, but also build trust between guests and hosts."

VRify makes it easy to get started with VR, and to explore beautiful event spaces around the world. To learn more and start touring, visit www.vrify.com. And to make your space VR-ready and start booking more business, visit www.vrify.com/host.

###

FAQ

What -- are so you a website like Airbnb, or a VR app like 3DViela?

Both! We offer a web view to search and browse listings, and easy, quick jump-links that allow you to switch devices and tour venues via your phone (with Google Cardboard) or your VR system (with Oculus Rift or HTC Vive).

How is VRify different from Airbnb?

VRify is the first and only peer-to-peer rental network that offers VR tours of the spaces listed on its site. And VRify deals specifically with event venues – so our search feature (and our listings) are built with event-planning specifically in mind. Let's face it: vacationers and wedding planners have different needs!

How does VRify make money?

Similar to other travel booking sites, VRify takes a small percentage of the fee from each booking – we're on the same team, so we peg our earnings with yours. There are no upfront fees to list your space, and browsing and booking are always free!

What sort of events can I preview within each venue's VR tour?

Each venue has the ability to choose their own events to showcase – so you'll see all kinds! In every case, the VR-video of real events have been shot in cheerful collaboration with the event organizers, who are happy to show off their party with the world. They have a permanent, VR-enabled archive of their event in exchange – talk about something for the memory books!

How do I list my venue in VR?

VRify makes it simple to get started by offering an easy online signup for partner venues (check out www.vrify.com/host for all the details!) We also offer a direct client line to help you with your virtual tour needs – guiding you through the listing process every step of the way. And as part of each partner's onboarding process, an expert from VRify will ship the easy-to-use VR equipment to you, with tips about how to film your space in its best light. Use of our VR equipment is always free when you list with us!



Feature List

MVP Feature Group 1: The Core Promise

As someone who's planning an important event far from home, I want to access free, detailed and accurate VR tours of event venues so that I can find, book, and decorate the space without having to go there in person.

MVP Core Feature Group 2: The Market Differentiator

As someone planning an event, I want to understand what's feasible within a given venue and help visualizing how my choices in event format might actually feel when it's finally the big day!

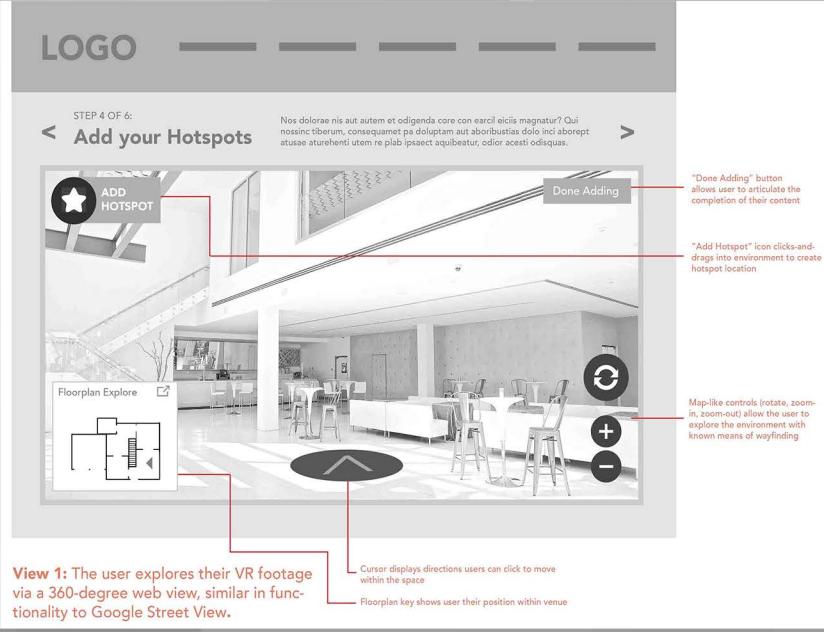
MVP Core Feature Group 3: Expected E-Commerce Bells-n-Whistles

As a potential guest, I want the search and comparison process for venues to be as easy and direct as I've come to expect from other travel/leisure websites.

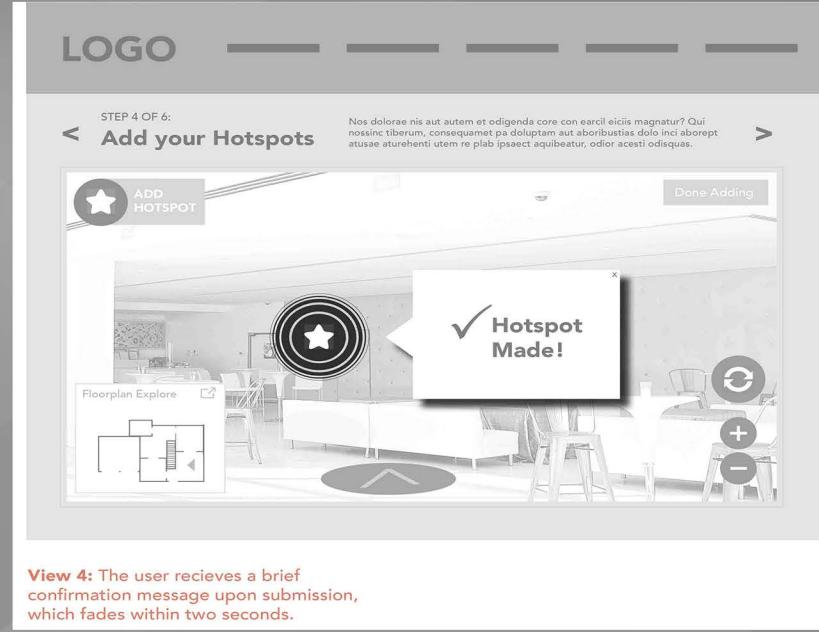
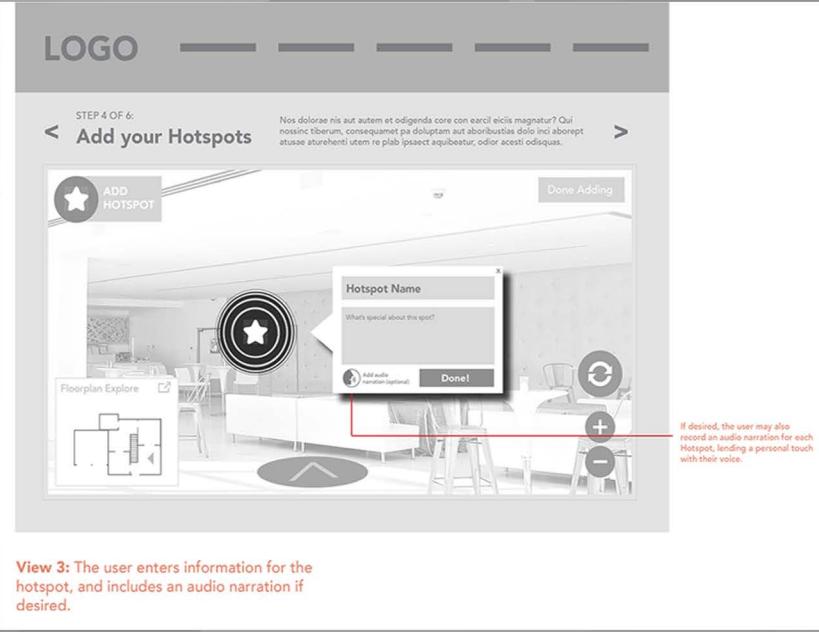
MVP Core Feature Group 4: Accessibility

As a host, I want to provide detailed information about my place to attract more buyers/renters.

Wireframes | 01



Wireframes | 02



Wireframes | 03

The wireframe shows a user interface for translating hotspots. At the top, it says "LOGO" and "STEP 5 OF 6: Translate Your Hotspots". Below this, a message says "Looking good! You have 2 total hotspots, containing 106 words overall." A list of languages is provided for selection:

✓ Spanish	Italian	Russian
✓ German	Portuguese	Arabic
Japanese	Swahili	Persian
Chinese	Vietnamese	✓ Tagalog
Dutch	Korean	Esperanto

Below the language list, it says "YOUR TOTAL: \$36.18". There are two buttons: "Check Out!" and "No Thanks". To the right of the language list, there is explanatory text: "The system tabulates the total amount of Hotspot content submitted by the user, which is then used as a variable in determining total translation cost." Another note on the right says: "The total translation fee dynamically updates as the user adds or removes languages (via checking boxes), enabling the user to get a "running total" of their translation fees." At the bottom left, a note reads: "View 6: The user is offered high-quality translation options for optional purchase. (Price based on total content within hotspots.)"

Derived features:

- **Informational hotspots:** For both ease-of-communication and ease-of-accessibility, optional spoken and/or text-based “hotspots” (or annotations) within the tour will provide hosts with the ability to communicate specifically -- and guests the ability to learn about venues as if they were receiving a narrated tour in person.
- **Human translation add-on service for hosts:** Listings, descriptions, tour annotations, and one-on-one communications shouldn’t be a stumbling block for making a booking. If hosts desire, they may engage a human translation service to help them communicate with their potential guests -- invoiced to them at-cost, and routed through a trusted piece-work translation partner.



Picture to Practice

Researcher | Designer



Picture to practice is a Directed Research group led by Michael Gilbert and Elizabeth Churchill, User Experience Research and Director of User Experience at Google, respectively and Prof. Mark Zachry, University of Washington. The focus of the research was development and refinement of a mixed methods approach for understanding technology use in context, combining tool-based visualization, reflection exercises, interviews, and participatory design.



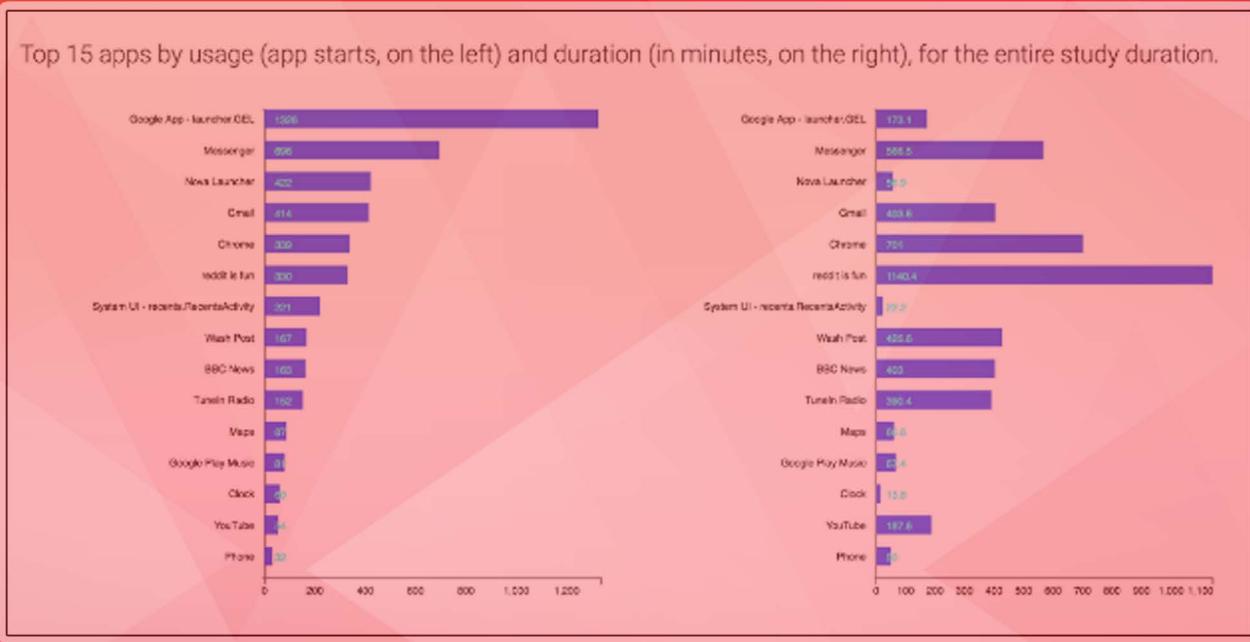
- Quantitative Analysis -> Qualitative Analysis -> Quantitative Analysis -> Qualitative Analysis -> ∞
- Behavior logging -> Interviews -> Ethno-mining -> Modeling -> Prediction -> Reflection -> Interpretation -> Behavior logging
- Understanding (not just modeling) patterns

High habit (less directed)	<ul style="list-style-type: none"> Passive consumption Monitoring, notifications Snacking apps 	<ul style="list-style-type: none"> Active consumption E.g., gaming, dating apps
Low habit	<ul style="list-style-type: none"> Infrequent or accidental use Inconsequential, should not interrupt Utility, settings, etc 	<ul style="list-style-type: none"> Goal directed Aspirational activity
Low intent		High intent (more directed)



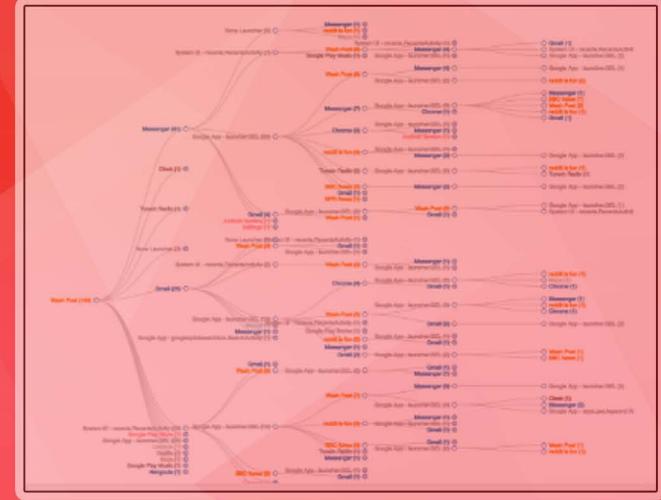
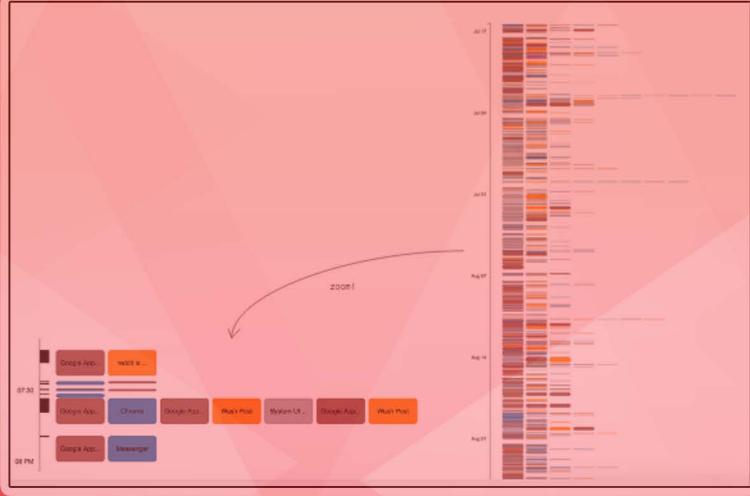
Because we all sign NDAs

Describing



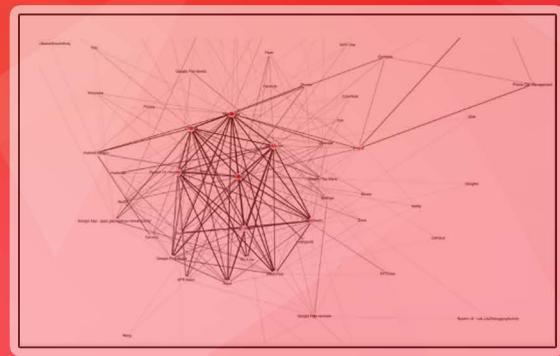
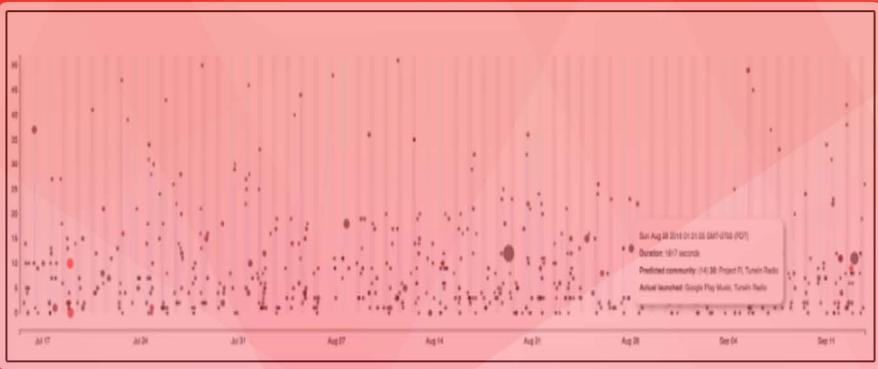
Because we all sign NDAs

Exploring



Because we all sign NDAs

Modeling





Aastha Malhotra

+1 (917) 945-3019 | aastha11@uw.edu | www.aasthamalhotra.com