CONVERSATION MISSIONS DECK: ENHANCING GROUP TRAVEL EXPERIENCES

AUTHORS

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Introduction

Group travel often faces challenges with decision-making and keeping everyone engaged.

Conflicting preferences and indecision can lead to disengagement among members, making it difficult to ensure all voices are heard. The Conversation Missions Deck solves this by using conversation prompts and secret missions to spark discussions and create fun, interactive moments. By encouraging communication and participation, the deck improves group decision-making and enhances the overall travel experience.

Intended User Experience

Our goal is to create an experience that fosters communication and engagement among group travelers, no matter where they are. By using customised conversation prompts and secret missions, we aim to encourage deeper discussions and shared decision-making. Whether in a busy city or a remote destination, the Conversation Missions Deck adapts to different contexts, ensuring users are always connected and involved in the travel experience.

AFFILIATIONS

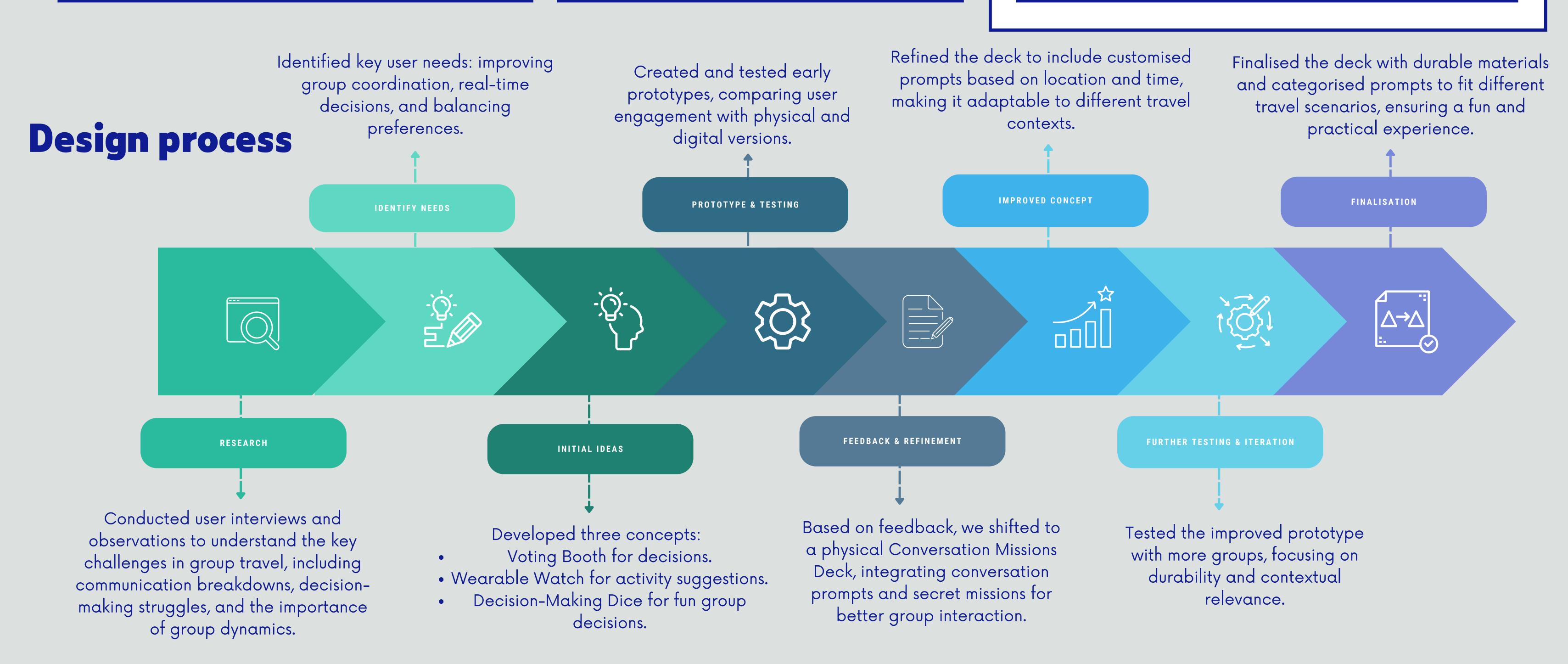
University of Queensland

Concept overview

The Conversation Missions Deck is designed to enhance group travel by encouraging engagement and improving decision-making. It features conversation prompts and secret missions that foster discussions and playful interactions.

What sets the deck apart is its ability to customize prompts and missions based on the group's location and time. For instance, prompts during lunchtime in a busy city might suggest local food options or exploring nearby hidden spots. This ensures the deck remains relevant to the group's context, providing timely, engaging content throughout their journey.

By blending fun interaction with contextual adaptability, the deck creates a personalized and immersive travel experience.



User Testing and Findings



Physical Cards vs. App

Users preferred
physical cards over
an app, as they
reduced screen time
and promoted more
natural

conversations. An app, they felt, would lead to more phone use, disrupting the travel experience.



Exploration and Engagement

The secret missions
encouraged
spontaneous
activities, leading
the group to explore
new places like the
Blue Mountains,
creating memorable
experiences.



Customisable Prompts

Since the deck adjusts prompts and missions based on location and time, users always received relevant tasks and challenges, ensuring engagement without the need for situational adjustments.



Durability and Loss Concerns

Users expressed concerns about the cards getting damaged or lost during travel. To address this, we plan to use durable, waterproof materials and include a protective case to safeguard the cards and minimize the risk of losing them.

Why Our Solution is Social and Mobile

Our Conversation Missions Deck is both social and mobile by design. Socially, it encourages group interaction through conversation prompts and secret missions that promote collaboration and shared decision-making, reducing screen time and fostering deeper engagement. The secret missions add surprise and enhance group cohesion by making everyone an active participant in shaping the travel experience.

From a mobile perspective, the deck is portable and adapts to the group's location and time, providing context-aware prompts that fit the environment. Unlike apps, the physical cards keep users engaged with their surroundings and group, avoiding distractions while encouraging exploration.

DURABILITY

MINIMAL TECHNOLOGY INTEGRATION

We will refine the physical cards using durable, waterproof materials, and include a compact carrying case to prevent damage or loss during travel.



We plan to incorporate optional technology through

QR codes on the cards,
allowing users to unlock
additional missions or
challenges without disrupting
the physical experience.

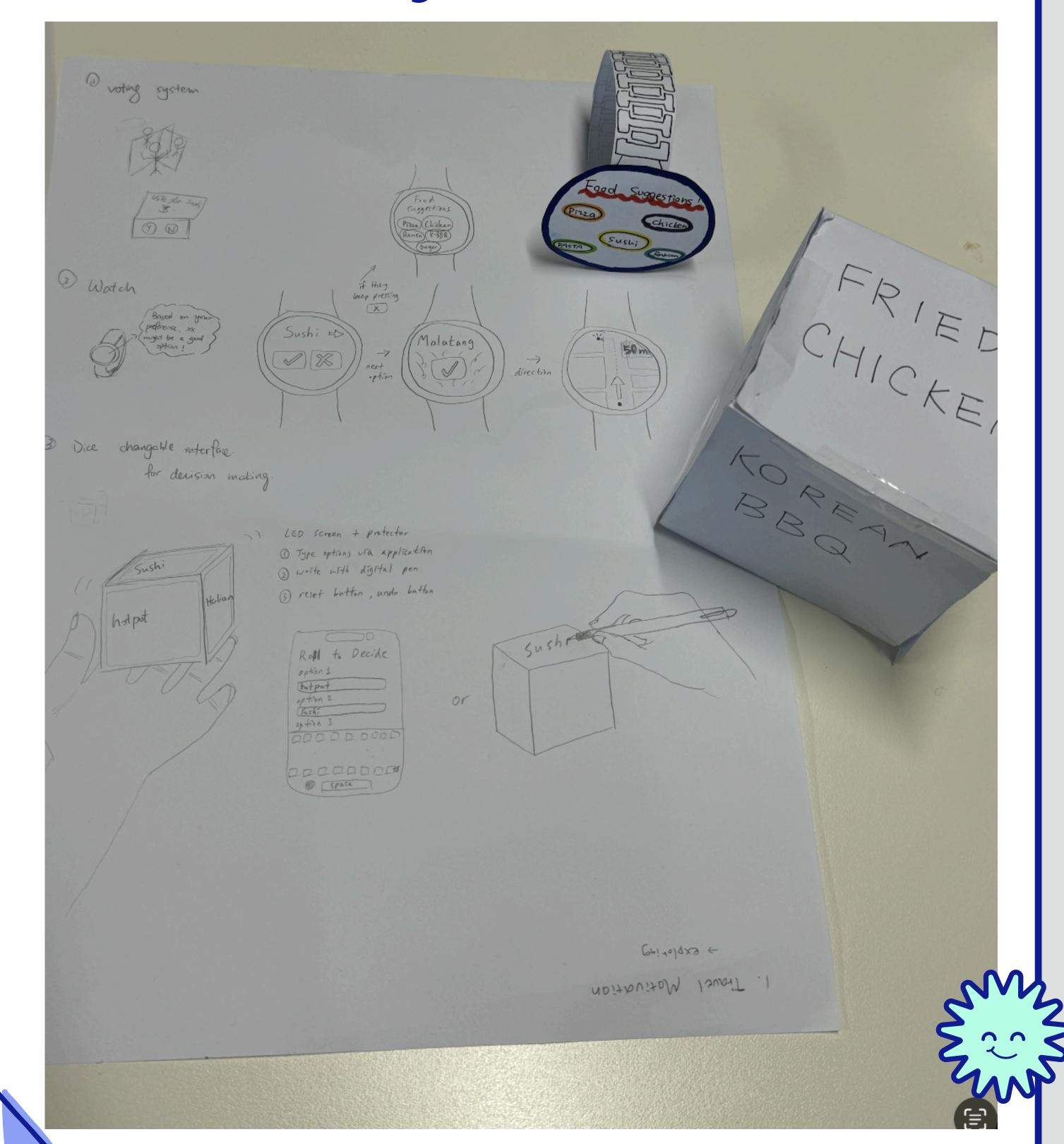
FURTHER USER TESTING

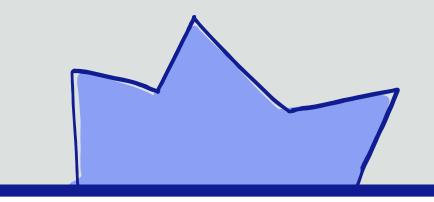


We will conduct more testing with diverse user groups to gather insights on which prompts and missions resonate most with different types of travelers.

Next Steps and Refinement

Prototype Concepts: Early Ideation



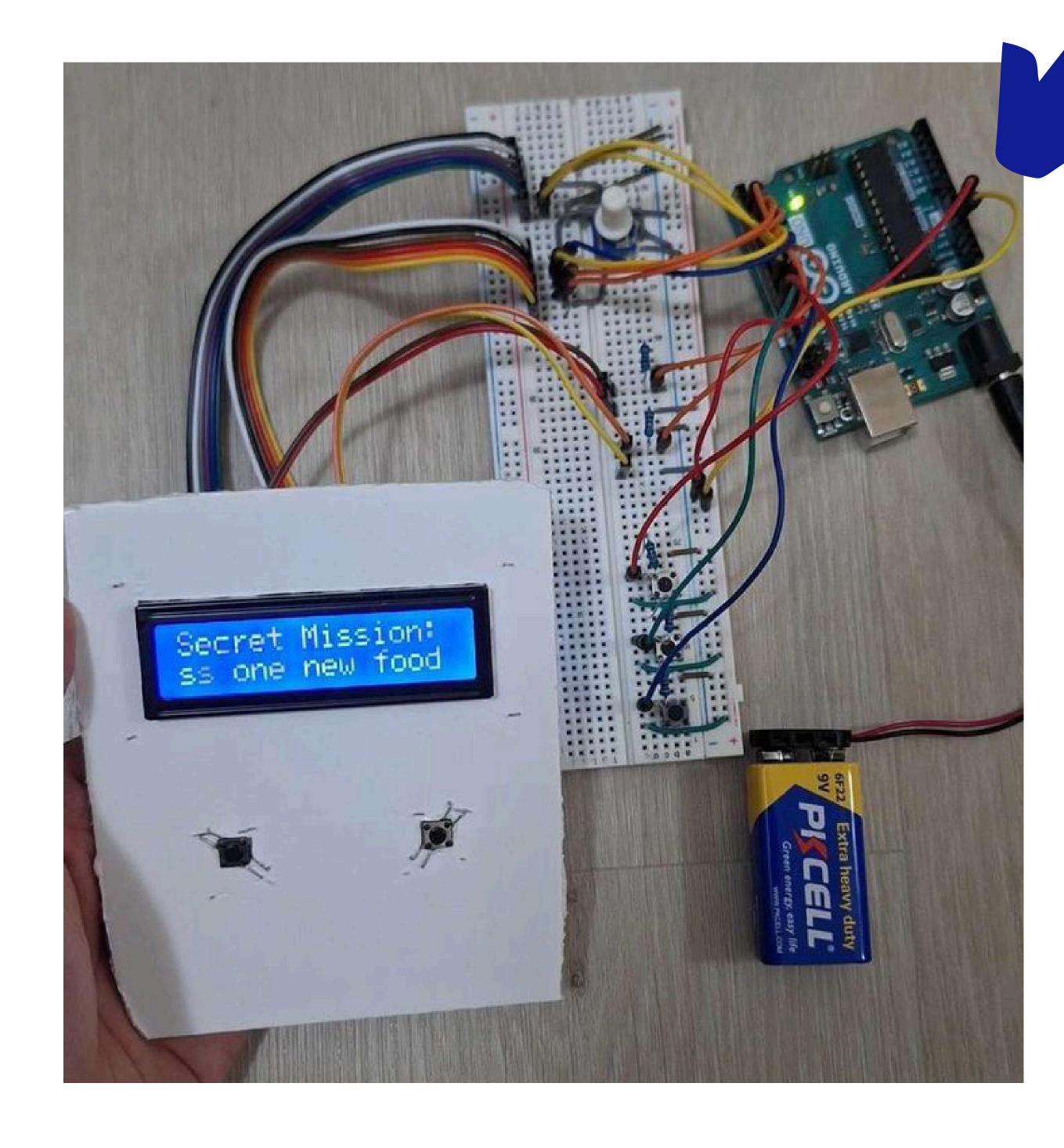


Conversation Missions Deck(Early Prototype)





Conversation Missions Deck(Final Prototype)



Try this out!

