

CONVERSATION MISSIONS DECK: ENHANCING GROUP TRAVEL EXPERIENCES

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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.

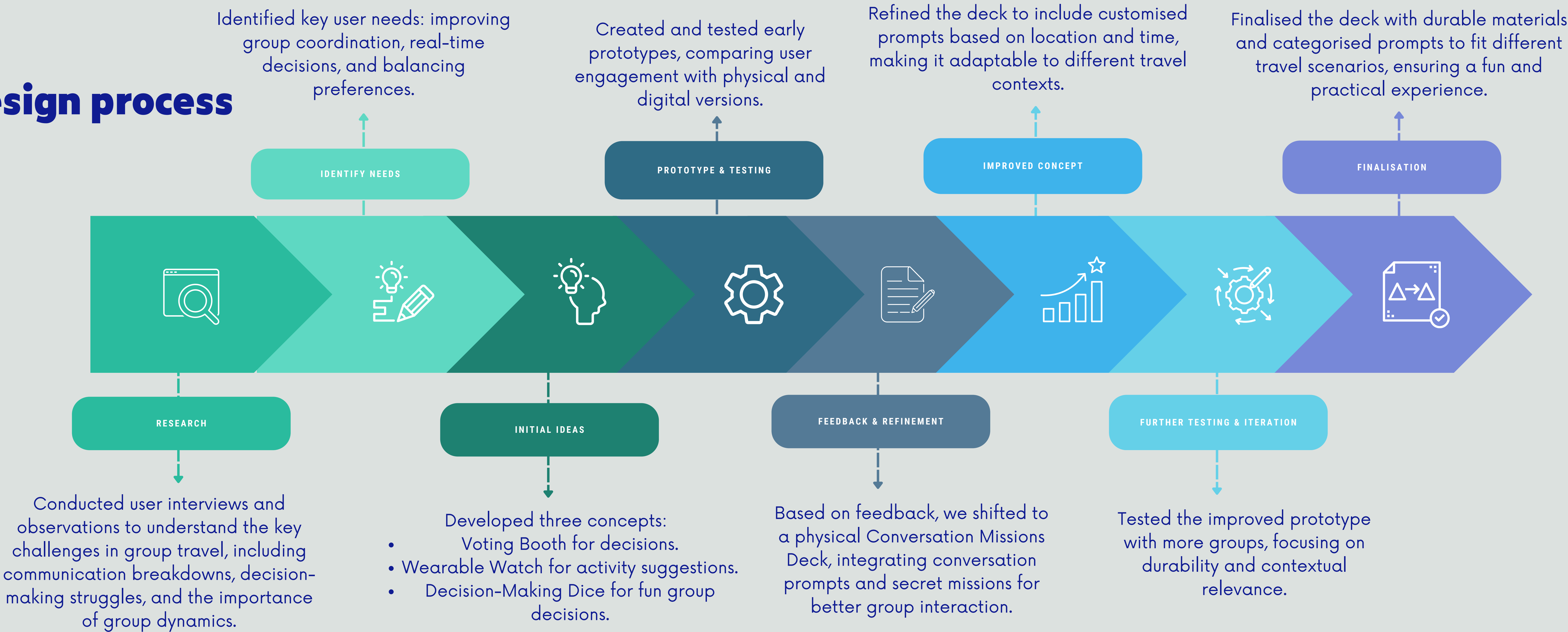
Concept overview

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.

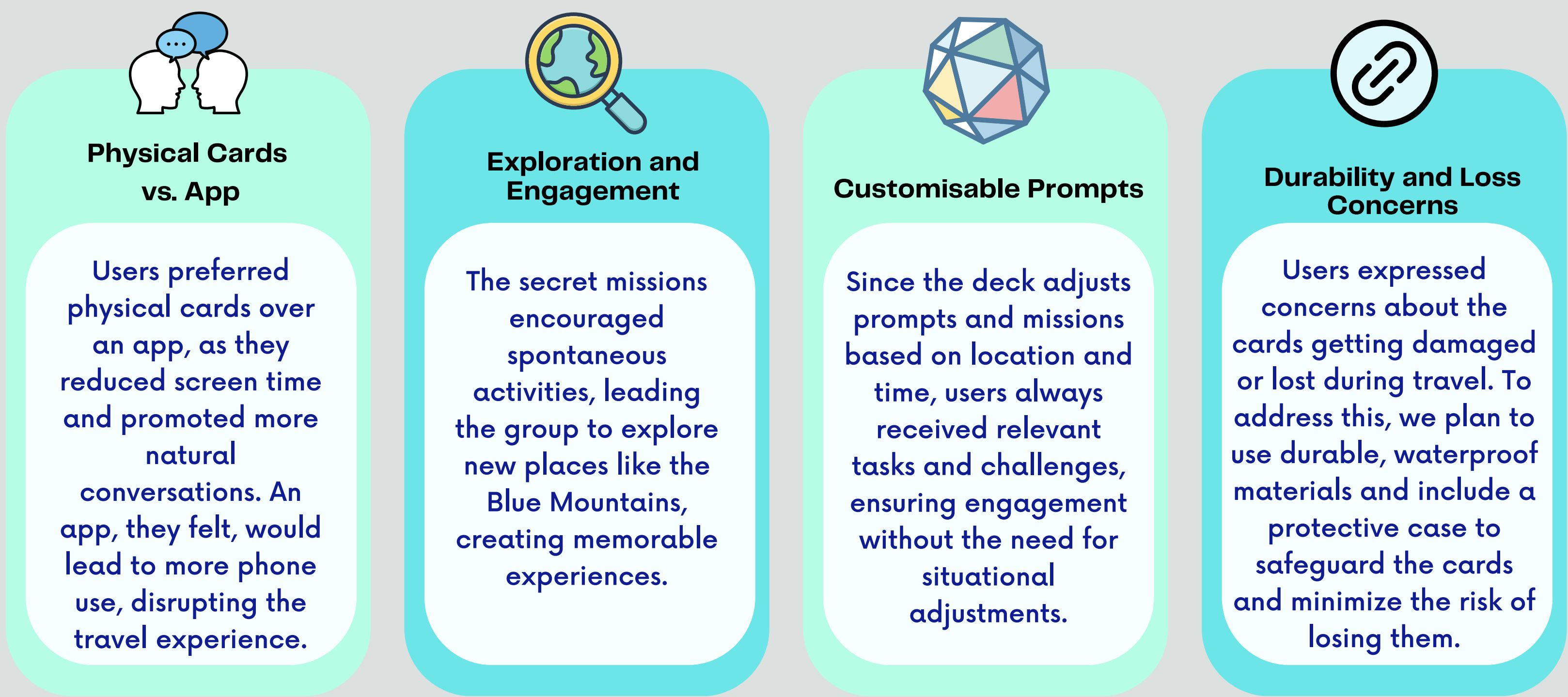
What sets the deck apart is its ability to customize prompts and missions based on the group's location and time. For instance, prompts during lunchtime in a busy city might suggest local food options or exploring nearby hidden spots. This ensures the deck remains relevant to the group's context, providing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

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

Design process



User Testing and Findings

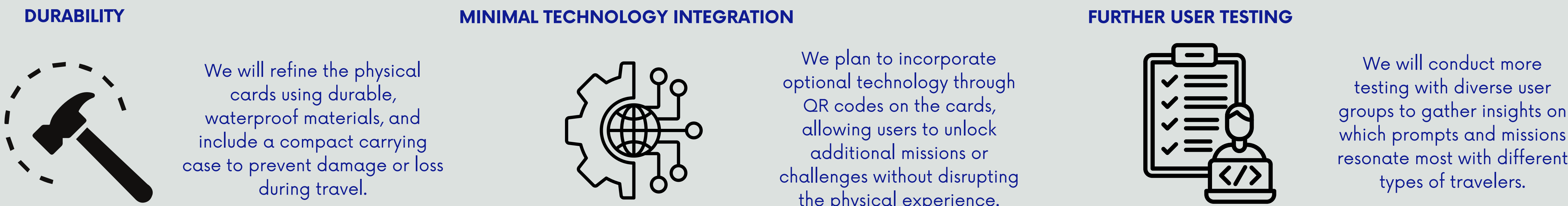


Why Our Solution is Social and Mobile

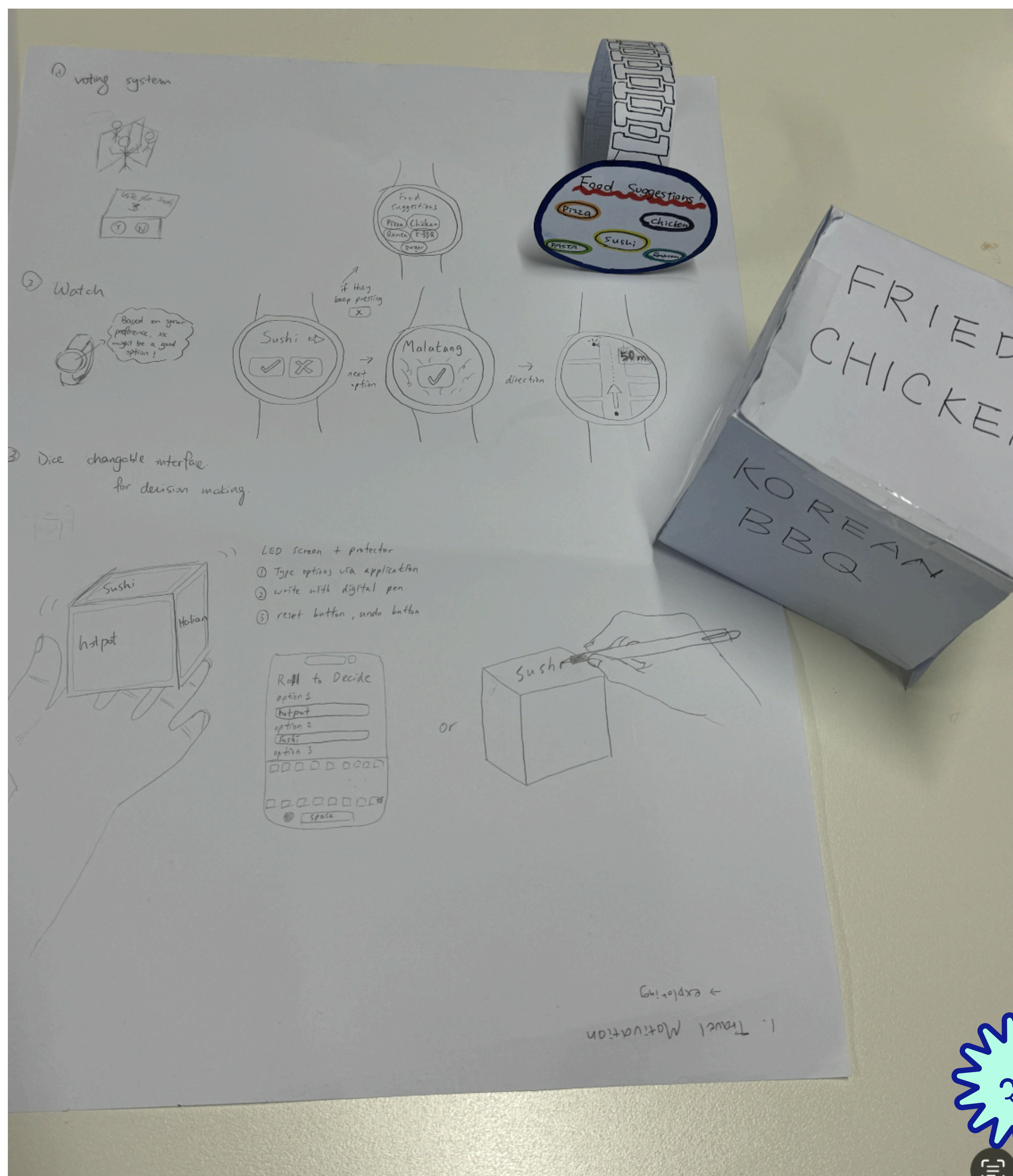
Our Conversation Missions Deck is both social and mobile by design. Socially, it encourages group interaction through conversation prompts and secret missions that promote collaboration and shared decision-making, reducing screen time and fostering deeper engagement. The secret missions add surprise 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.

Next Steps and Refinement



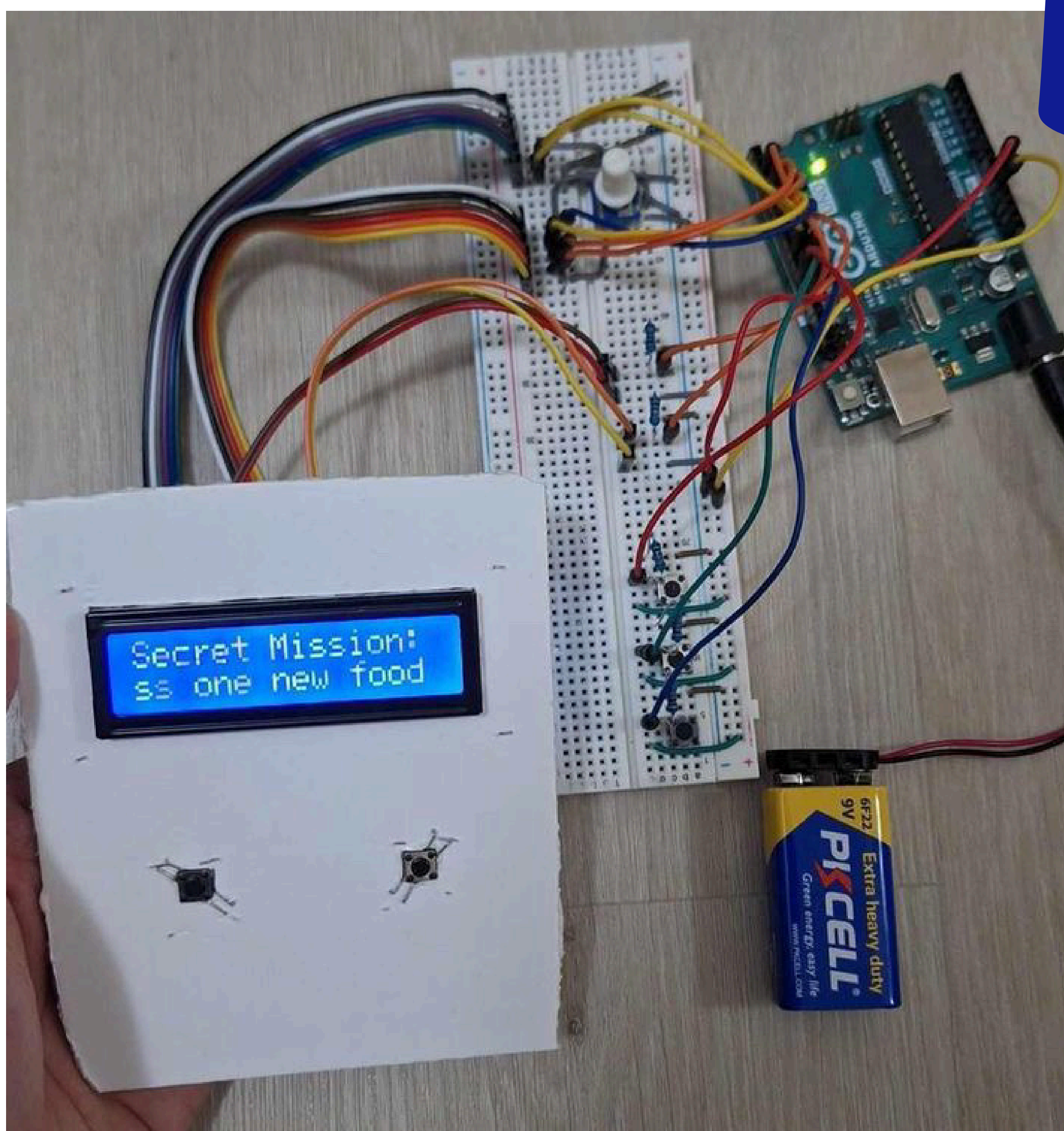
Prototype Concepts: Early Ideation



Conversation Missions Deck(Early Prototype)



Conversation Missions Deck(Final Prototype)



Try this out!

