A2 – Brainstorming and
Experience Prototypes

Guided Freedom: The Intersection of Plans and Possibility
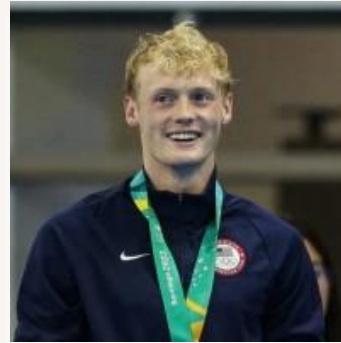
Spontaneity Advocates

WHAYDEN DHAMCHO
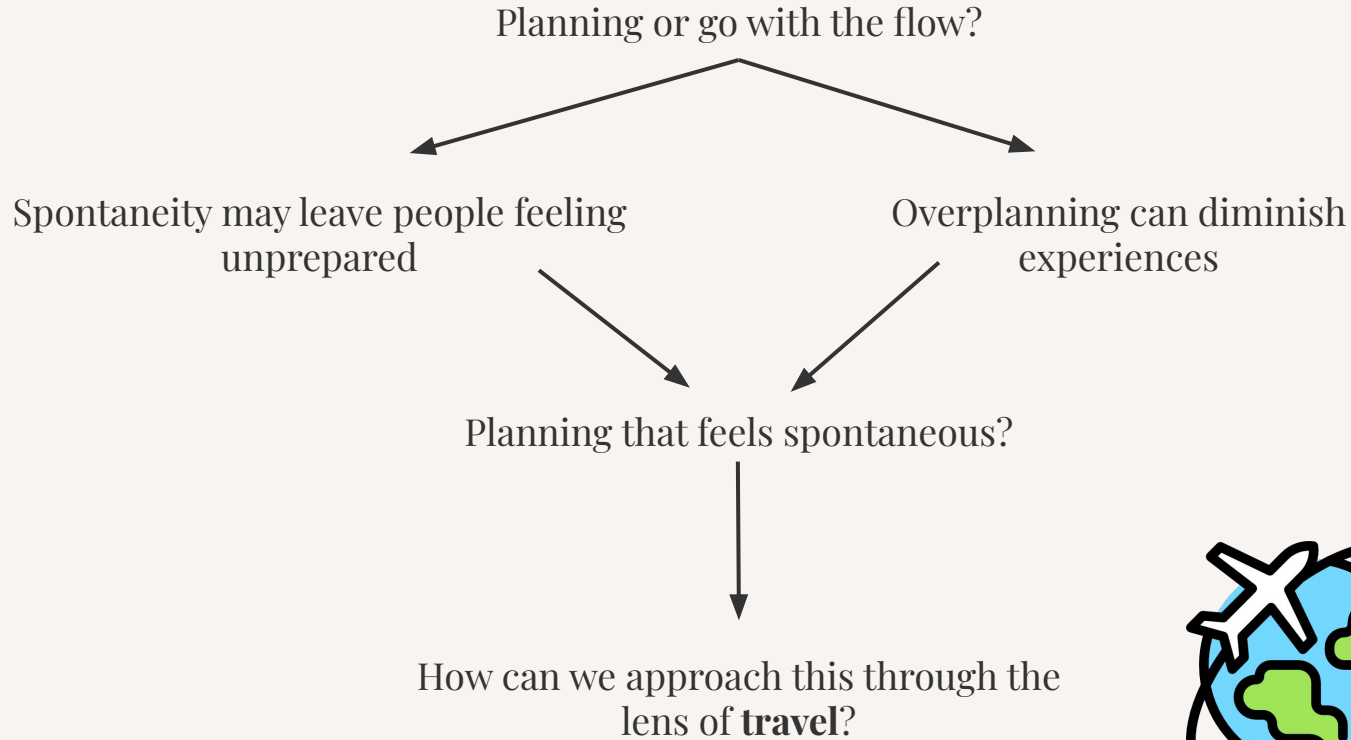
CHRIS KELLY

JACK RYAN

CALVIN LAUGHLIN

Recap

Planning or go with the flow?

Spontaneity may leave people feeling unprepared

Overplanning can diminish experiences

Planning that feels spontaneous?

How can we approach this through the lens of **travel**?

ADDITIONAL NEEDFINDING: PARTICIPANTS

Justin

HCI innovator, futurist, world traveller, recreational pilot

Sajin

Team manager at several large tech companies

Key Quotes and Insight

Justin

"A lot of flight training is like, what if this happens? And we train for it, because if it does happen, we don't have to figure it out on the fly... So this leads to this flexibility I mentioned, ... if something comes up, there's a good chance I thought about it already. "

JUSTIN

SAYS

"The best way to understand a place is to get lost in it."

"You don't see real depth perception from a tablet, you need to interact with the world."

"I want to build technology that respects human cognitive development, not just to sell units."

THINKS

"Technology is too focused on commercial gain instead of long-term benefits for humanity."

"Spontaneous experiences often lead to the best discoveries."

"I hope to push technology toward respecting the human cognitive process instead of overriding it."

"The excitement I felt in the early days of computer graphics is missing in today's tech industry."

"Modern education is failing to deliver real learning experiences."

"AR is closer to the real-world experience than VR, which makes it a better learning tool."

"I wish more companies would focus on building tech that aligns with how people naturally think and learn."

"In a digital world, we're losing touch with the physical experiences that make learning meaningful."

"Hands-on, experiential learning is more effective than passive consumption through screens."

"Knowledge management is the future, while the era of data collection is over."

"Most companies are pushing the same-old interaction methods rather than innovating."

"Youth today might not be developing critical skills due to their reliance on flat screens."

"The tech industry should focus more on enhancing human interaction than on selling products."

"Immersive learning can help people discover how they learn best."

"Humans have the capacity to process complex information; current tools don't challenge us enough."

DOES

Craves exploring real-world environments without relying on strict itineraries.

Builds detailed knowledge bases in areas like Scotch whiskey and computer graphics history.

Actively works on building immersive learning experiences using VR/AR.

Travels spontaneously, booking accommodations upon arrival.

Shares anecdotes about significant technological advancements and the evolution of the field.

Participates in industry events like the Augmented World Expo.

Focuses on creating user-centered interaction methods in his projects.

Maintains a flexible schedule that allows for adapting to new learning and travel opportunities.

Demonstrates technology like AR and VR to visitors and industry peers.

Continuously refines his methods for knowledge management using advanced visualizations.

Uses everyday technology tools like Unity for development.

Creates prototypes to test the boundaries of human-computer interaction.

Engages with international contacts, often exploring local cultures through their perspectives.

Reflects on past experiences, comparing modern tools with the early days of computer graphics.

Prioritizes experiences that emphasize physical interaction over screen-based learning.

FEELS

Passionate about exploring new places in an unplanned, organic way.

Frustrated with the commercial focus of modern tech companies.

Proud of his contributions to the field of animation and immersive learning.

Curious about future possibilities in knowledge management.

POV 1 - Justin

Background:

- Computer Graphics Engineer
- Loves **unplanned** travel and exploration
- Values spontaneity in his adventures

Key Insight

- Loves unstructured experiences but approaches planning like flight training.

How can Justin balance spontaneity with his preparedness?

Game Changer - Justin

"just-in-time" resources if unexpected challenges arise, ensuring both spontaneity and preparedness

"Saved by the bell"

Sajin

"I never have any notifications... I feel like I don't want technology to direct me. I want to control it absolutely. I think that gives me some focus."

POV 2 – Sajin

Background:

- Senior Tech Manager
- Values flexibility in his work environment
- Manages large teams with JIRA

Key Insight

- Prefers more traditional organization techniques despite working in tech.

How can Sajin control his tech rather than letting it control him?

Game Changer - Sajin

Receive the benefits of digital organization without intruding on his preference for minimal technology in his personal life
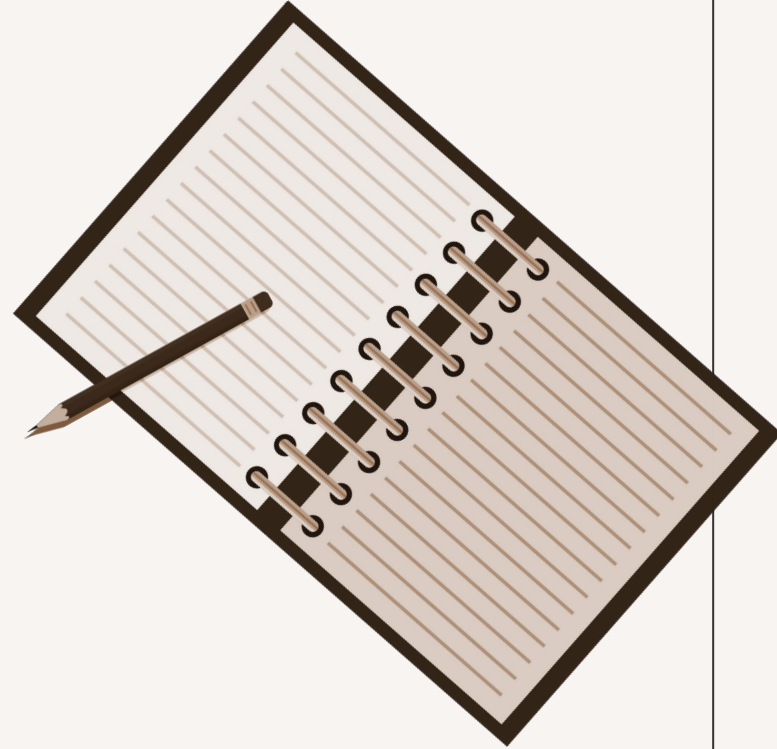
How Might We?

HMW...
Re-define failure?
Make planning to
fail the plan

Justin's POV

HMW...
Allow for a
next-time?

Sajin's POV

HMW...
Make getting lost
exciting, fun, and
safe

Justin's POV

Solutions and Assumptions

Firesale!

Restaurants can offer last minute reservations to nearby customers at a discounted rate.

Assumption: People are willing to book a reservation for a restaurant at the last minute

Nearby Event Notifications

Notify users who are near high-density areas, points of interest, or live events

Assumption: People are willing to deviate from their routine if notified of a nearby or ongoing event

Calendar-Based Media Recommendations

Enhance travel experiences through personalized media recommendations related to upcoming trips

Assumption: People want to consume media that is relevant to upcoming events

Experience Prototypes

Prototype 1: Restaurant Reservation Debacle

Prototype (iPad)

Current Time: 2:00 PM
Thursday, Oct. 10th

AVAILABLE RESERVATIONS

☐ Gerón, $$$
   4:00pm   4:30pm   5:00pm   9:00pm   10:00pm

☐ Italico, $$$
   5:00pm   9:00pm   10:30pm

☐ Taverna, $$$
   5:15pm   11:00pm

☐ Teleferic, $$$
   9:00pm   9:30pm   10:00pm   11:00pm

☐ Reposado, $$$
   4:45pm

Current Time: 6:00 PM
Thursday, Oct. 10th

AVAILABLE RESERVATIONS

☐ Gerón, $$$
   9:00pm   10:00pm

☐ Italico, $$$
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Results

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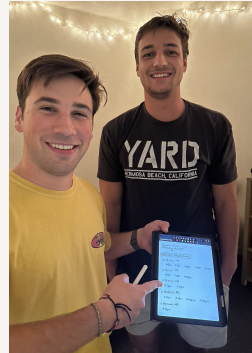
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Prototype 2: Just In Time Reminders

Prototype
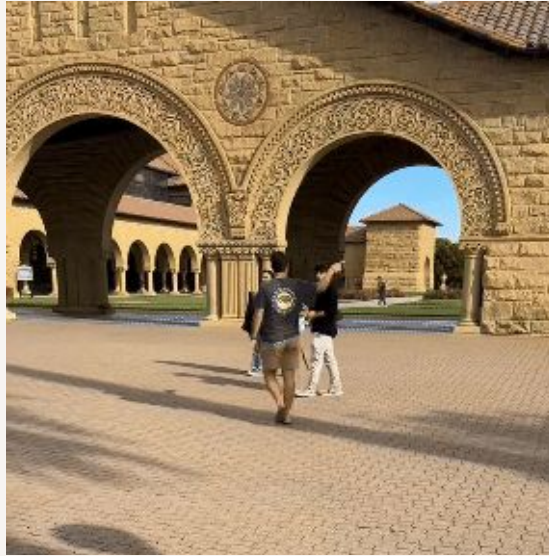
Prototype

Prototype

Prototype 3: Serendipitous Selections

Prototype

Target Audience: Individuals going to Las Vegas in the near future

MOVIES

1. La La Land
2. *The Hangover*
3. Parasite

TV SHOWS

1. *Pawn Stars*
2. Deadliest Catch
3. Gator Boys

SONGS

1. "Blinding Lights" by The Weekend
2. "Dreams" by The Cranberries
3. *"Viva Las Vegas" by Elvis Presley*
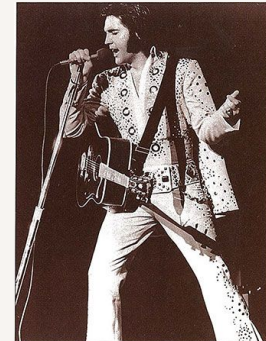
Test   Control

MOVIES

The Hangover: 3
La La Land: 1
Parasite: 0

TV SHOWS

Pawn Stars: 2
Deadliest Catch: 2
Gator Boys: 0

SONGS

"Viva Las Vegas" by Elvis Presley: 2
"Blinding Lights" by The Weekend: 2
"Dreams" by The Cranberries: 0

MOVIES

La La Land: 2
Parasite: 1
The Hangover: 1

TV SHOWS

Pawn Stars: 2
Deadliest Catch: 1
Gator Boys: 1

SONGS

"Dreams" by The Cranberries: 4
"Viva Las Vegas" by Elvis Presley: 0
"Blinding Lights" by The Weekend: 0

Final Decision?

Gather more data

Consider competition

Audience

Ethical implications
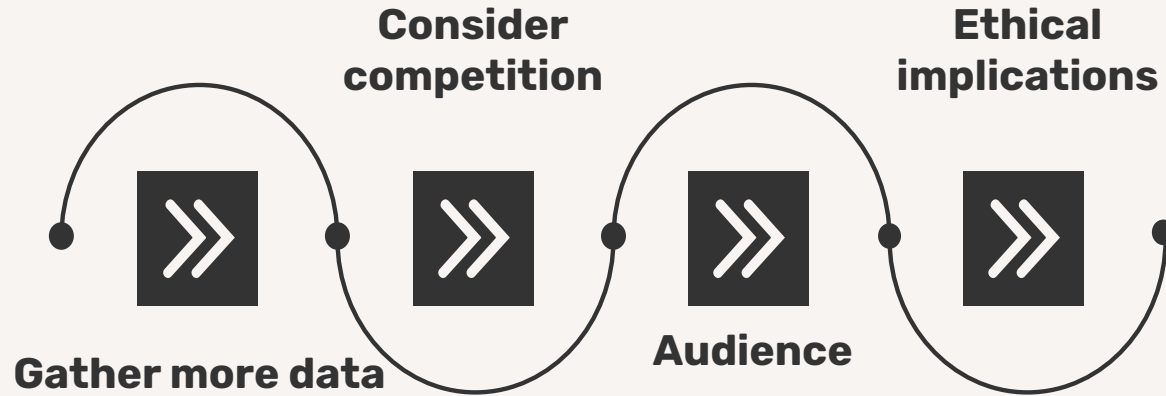
Thanks!

Appendix

POV from Studio 2

We met Sam, a new grad tech worker who feels more comfortable abroad than at home

We were surprised to notice that when he is traveling, he says he doesn't like to use his phone, but claimed that it was "crucial" for him to be using certain apps while he was on the go.

We wonder if that means there is an optimal amount of technology for travel so that it doesn't diminish from the experience.

It would be game changing to consolidate his travel technologies to maximize planning without inhibiting his spontaneity.

POV 3

We met Carmen, an IT support worker who enjoys spontaneity but is often surrounded by structured planning when attending events or managing her daily routines.

We were surprised to notice that while Carmen prefers going with the flow, she often finds herself frustrated by the challenges of parking and long waits after concerts or events, despite her desire to enjoy these experiences more spontaneously.

We wonder if that means Carmen seeks a way to combine her spontaneous approach to outings with practical planning tools that can alleviate the logistical challenges of events, allowing her to focus on the enjoyment rather than the hassle.

It would be game-changing to create a solution that helps Carmen plan just enough to make her event experiences seamless, while still preserving the freedom of spontaneity she enjoys.

Prototype
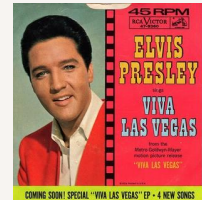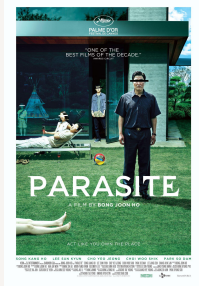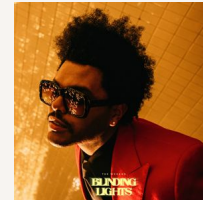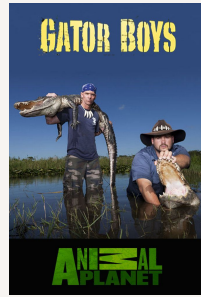
SAJIN

"Improvisation has worked out for me most of the time, but I know it's not for everyone."

SAYS

Sometimes, knowing when to pivot is more valuable than sticking to a plan.

THINKS

DOES

FEELS

HMWs