

# explore Reading

## Travel Resource For the Berkshire Area

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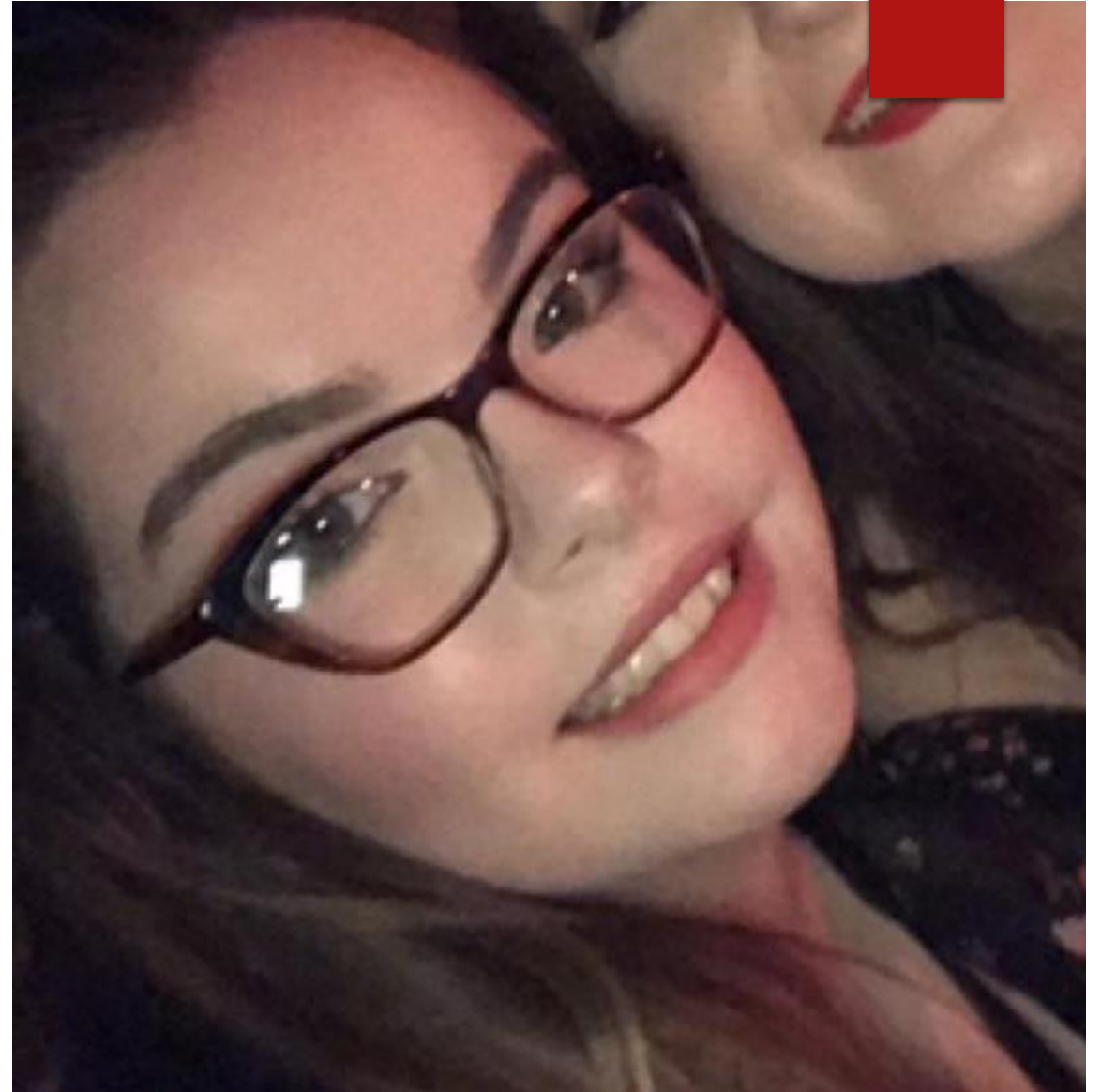
# James

( Need to add picture)

- ▶ James Stephens
- ▶ 23 years old
- ▶ Worker
- ▶ Lives in London

# Roberta Back

- ▶ Roberta Black
- ▶ 19 years old
- ▶ Student
- ▶ Studies at Reading University



# Nataliya

- ▶ Nataliya Lazutkina
- ▶ 20 years old
- ▶ Student
- ▶ Studies At Reading University



# Questions



Have you ever used online travel resources? If so, what for?



Has using online travel resources assisted in the planning of a trip?



How often are online travel resources used to make travel plans?



How often are online travel resources used to make travel plans?

# Questions pt.2



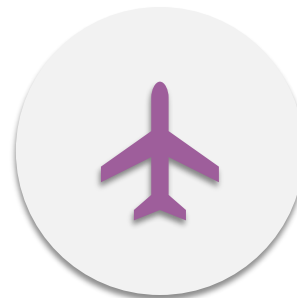
Are there any aspects that prevent/affect your travel plans?



What is your main form of transport for these trips?

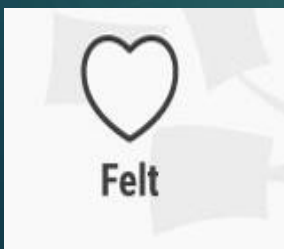
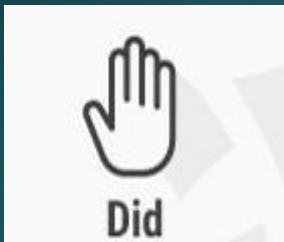
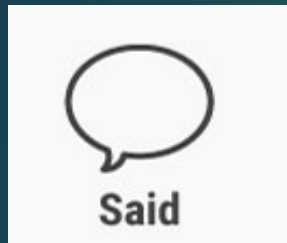


What type of business do you intend on doing when in the Berkshire area?



What would you like to see in an online travel resource?

# Empathy Map



Say

Think

Do

Feel



# James Stephens – 23 year old worker.

## SAY

"I also like to check travel prices without the intention of going on holidays just recreationally."

"I use travel a travel resource every time when visiting a new place"

"Helped to plan budget and time upfront"

Believes travel websites are heavily reliant on user reviews.

Values ease of use.

Makes travelling much more convenient.

Frowned at the fact some travel website provide wrong information and often over sell activities

Suspicious that some travel websites are a scam

Hardest factor for travelling is timing.

## Do

## Feel



# Roberta Black – 19 Student

## SAY

“It has made it easier as I can plan my trips whenever I want at any time.”

“Anytime I am planning a trip, I have to use online travel resources.”

“I would definitely use it to have some new experiences”

Believes using a travel resource is essential for planning a trip

The ability to use a travel resource on multiple devices is key

Ability to compare different costs

**24/7**

Became excited when talking about cross-platform use.

When talking about budget looked very serious

As a university student, it is essential to get the **cheapest** methods

## Do

## Feel

# Nataliya Lazutkina – 20 Student



## SAY

"I used City Mapper on multiple occasions to find my way around city transports."

Uses travel resource "Every time when visiting a new place."

"If you give a service your preferences and budget and it plans all the travels and stays included according to the budget mentioned"

Travel Resources mainly used for leisure or studying

Budget is the main focus of a travel resource

Made a sad face, at the thought of "losing the adventure spirit"

Made a intrigued faced when asked if ever used a travel resource to educate herself

Sad that travel resources removes the spontaneous moments on a trip spirit

Easier to plan trips

## Do

## Feel

# Point of Views (PoV) and HMWs



Point of view of each interviewee and **crucial information** picked up is highlighted or in **yellow**

3 HMW's for each candidate

The How might we highlighted is the one selected for a solution



# James Stephens PoV



We met James who is a worker that works in London for flex trade.

James was the first to be interviewed , we were very interested to find out just how much he relied and used tourist resources, **but not to explicitly plan trips** as he mentioned “I also like to check travel prices without the intention of going on holidays just **recreationally.**”

It would be ground breaking if we could also use our travel website as a form of education users on the local Berkshire area

# James Stephens – (First HMW) (Recreational use)

1. HMW Educate people on the local Berkshire area and showing the available activities?
2. HMW Ensure no scams or exaggerations about attractions are allowed?
3. HMW Make the travel resource easy to use?





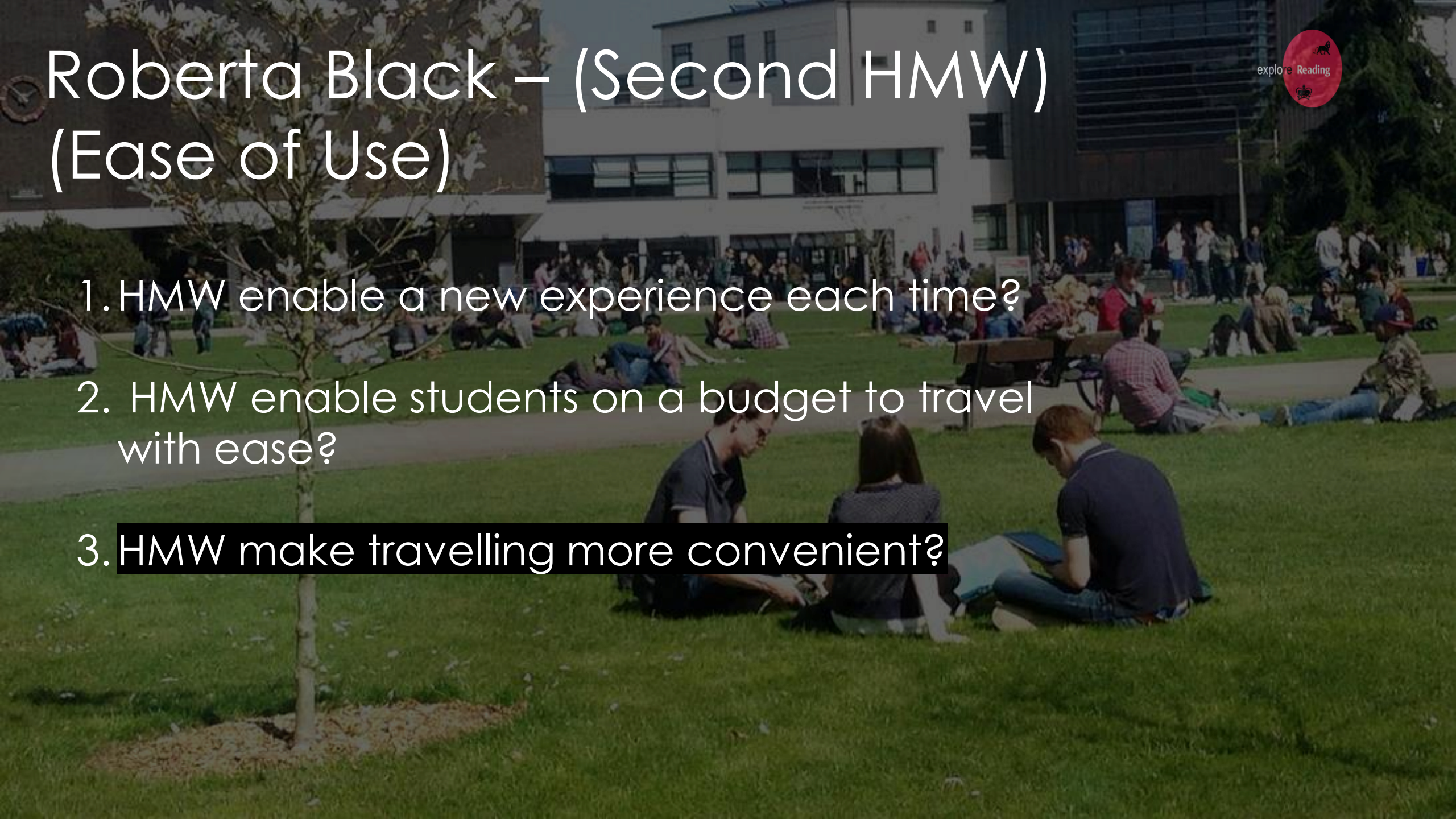
# Roberta Black PoV –

We interviewed Roberta, a 2<sup>nd</sup> year reading university student.

Roberta made us realise that an **easy to use** resource as well as being able to use a travel resource on multiple devices and on the go is very beneficial and a need in this new age.

It would be amazing to produce a travel resource which works on multiple devices and can be used and progress saved to be accessed later.





# Roberta Black – (Second HMW) (Ease of Use)

1. HMW enable a new experience each time?
2. HMW enable students on a budget to travel with ease?
3. HMW make travelling more convenient?



# Nataliya Lazutkina - PoV ()

We met Nataliya, a student from reading university.

We were surprised to discover that although Nataliya would use a travel resource she was sad to “losing the adventure spirit”

It would be game changing to be able to recommend places to visit or stay without spoiling the main selling point or attraction if the person desires.



# Nataliya Lazutkina – (Third HMWs)

1. HMW User reviews a main focus of the website.
2. HMW implement the surprise element and adventurous
3. HMW Value for money an ability to check on a travel resource website





1. Leisure Side of travel resources not only for booking holidays.

2. Educating users on the Berkshire area.



3. Keeping the surprise element of going on a trip without a travel resources.

# Summary

# Solutions & Prototypes

# Solution 1 : for First HMW



- ▶ HMW Educate people on the local Berkshire area and showing the available activities?

Solution :

We can build a website that enables to not only plan and discover places to travel in the Berkshire area but allows users to read up on historic facts and figures if they choose to.

# Solution 2 : for HMW 2



- ▶ HMW make travelling more convenient?

Solution :

Build a website that is available 24/7 and enable cross platform access so it can be visited at home and on the go.

# Solution 3 : for HMW 3



- ▶ HMW implement the surprise element and adventurous

Solution :

Build a website that enables a hidden feature and allows user reviews and location to be the basis on users selecting a place to travel

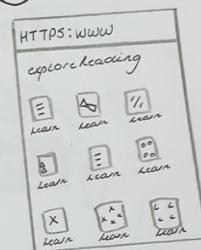


# Prototype

## 1.1 Explore Reading (Education and Leisure)

- (1) Educate users on Berkshire Area
- (2) Historic Facts on the area
- (3) Profiles on certain companies
- (4) Any celebrity affiliations

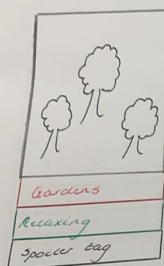
## 1.5



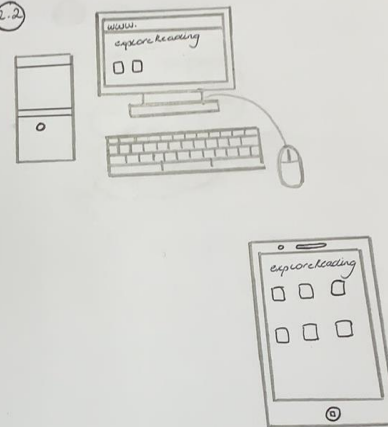
## 1.2 Explore Reading (Education and Leisure)



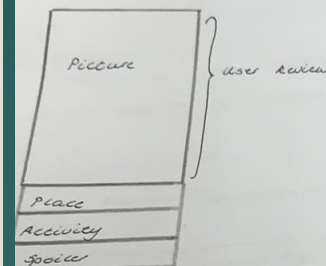
## 1.1 Explore Reading



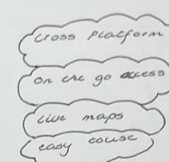
## 2.2



## 2.2 Explore Reading



## 2.2 Convenience



# Conclusion

# “Explore Reading” Travel Website



- ▶ Solution 1 and 2 to be the main focus while building the website
- ▶ Solution 3 can not be implemented until later after deployment so is not viable to plan around

# Thank You

# Resources

1. <https://www.interaction-design.org/literature/article/empathy-map-why-and-how-to-use-it> [last visited 01/03/2019]
2. <https://www.interaction-design.org/literature/article/stage-3-in-the-design-thinking-process-ideate>
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