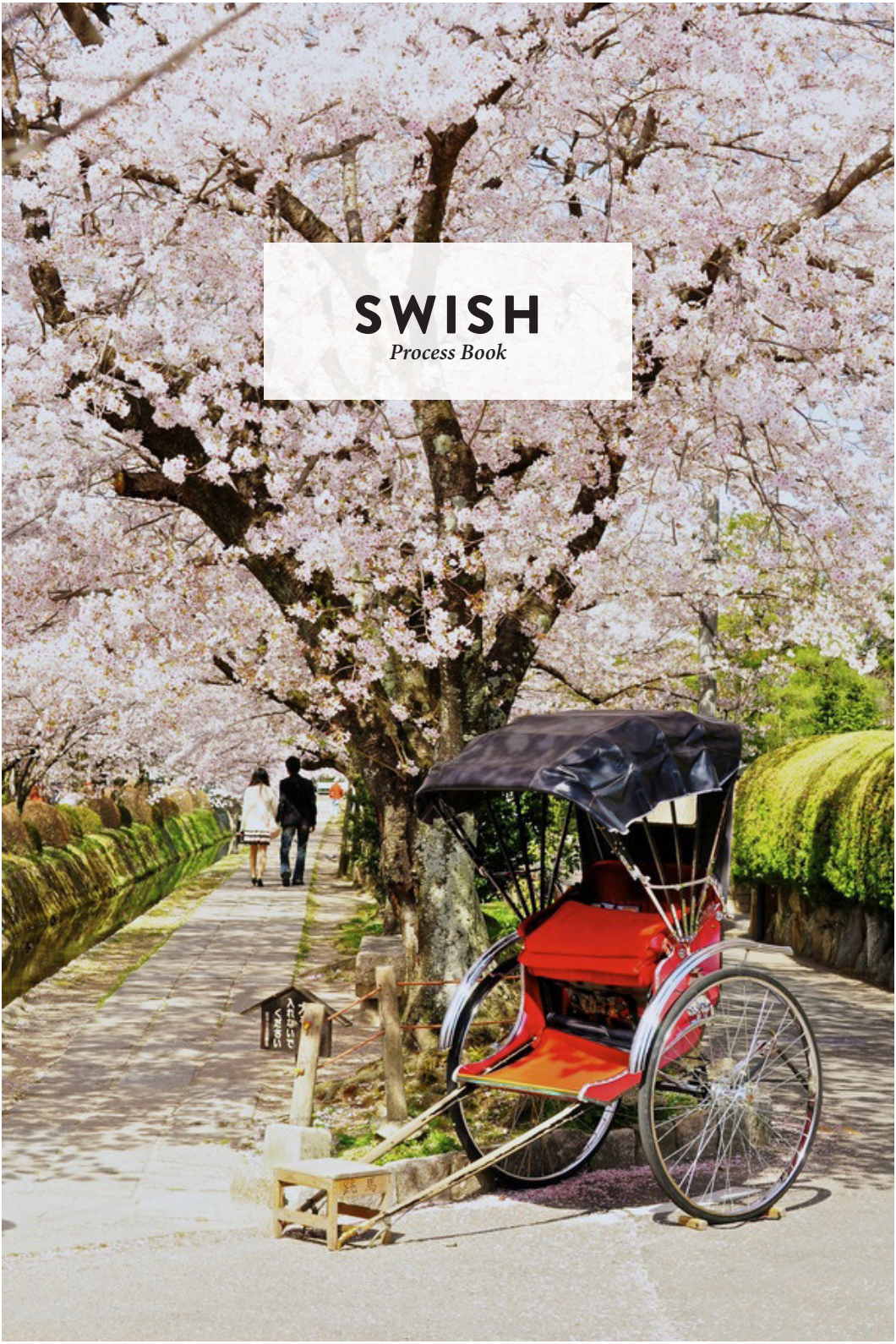


SWISH

Process Book

- PURPOSE -

THIS BOOKLET CONTAINS A COLLECTION OF DOCUMENTED PROCESS FOR A SERVICE DESIGN PROJECT. AS YOU FLIP THROUGH THE PAGES, IT WILL GUIDE YOU THROUGH THE JOURNEY OF OUR DESIGN APPROACH USING THE MEDIUMS OF RESEARCH, BRAINSTORMING, FRAMEWORKS AND SKETCHES.

THE TEAM

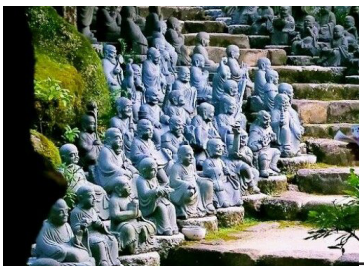
DIANA LEE
YAN YAO LI
ADAM LIN
JANICE NG
YEE LOONG OOI

Process Book

SWISH

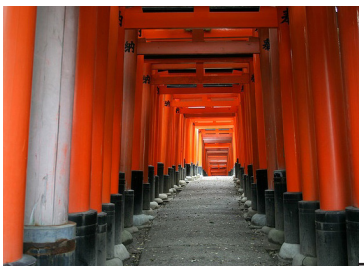
SWISH

- content -



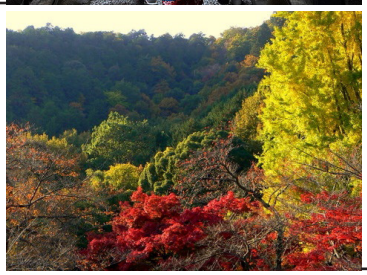
INTRO

WEEK 1
domain , client ,
agency , opening



WEEK 2
reframe , idea exploration,
form developing

WEEK 3
form developing



WEEK 4
final form

Week 1

SWISH

DOMAIN

CLIENT

AGENCY

OPENING

DOMAIN

travel

SUB - DOMAIN

service design + interaction design

+ experience design

CLIENT

hostelling international

AGENCY

FI

OPENING

trip planning

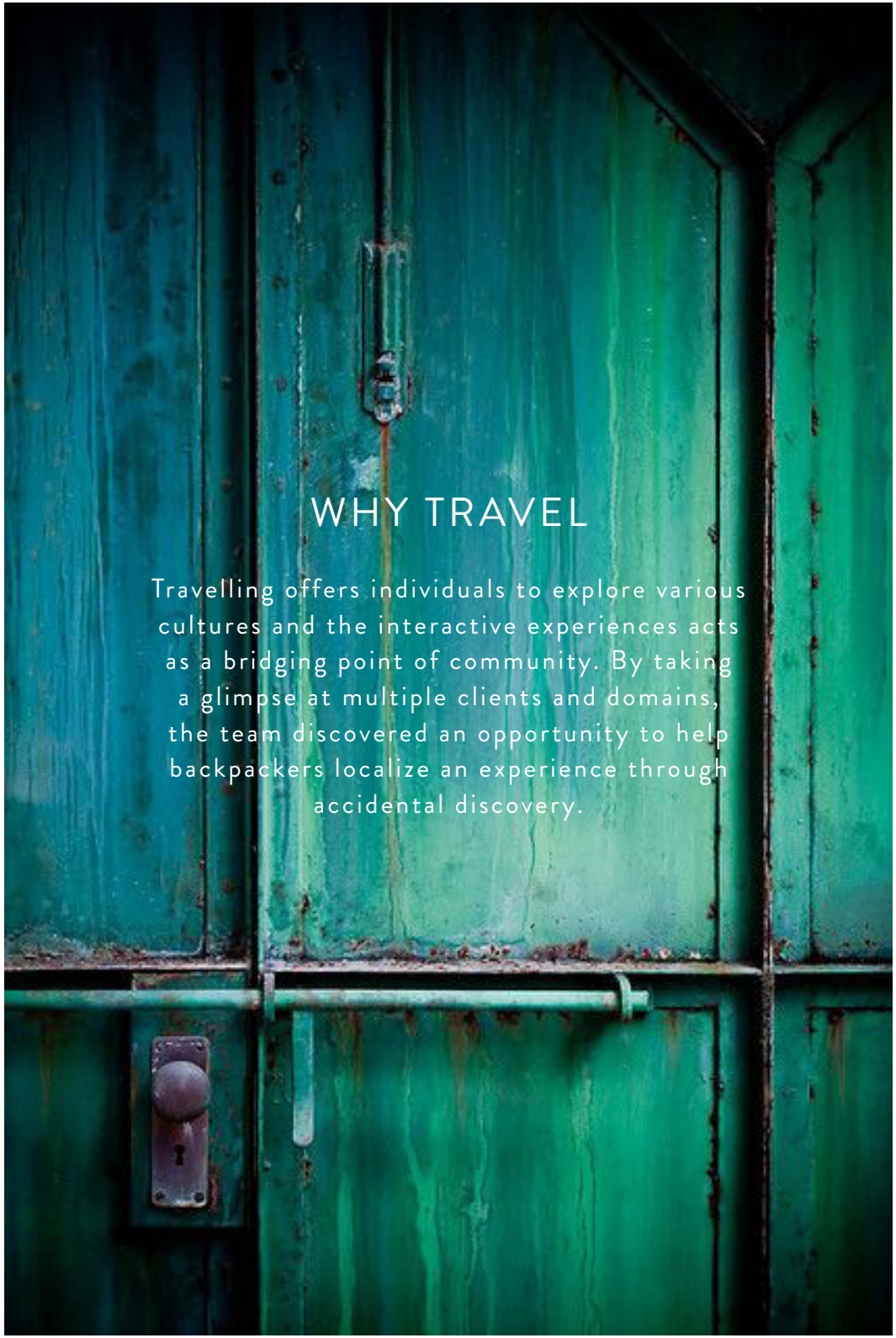
+

accidental

discovery

INSPIRATION

We first began to look at various industries such as food & beverages, healthcare, and transportation. Our teammate, Yee Loong Ooi and Janice Ng told rest of the team about funny and bizzare happenings during their travel in Paris and Japan. We realized that people travel because of social engagment with locals and the experience of being in different culture. So, we validated our thoughts during our research stage of COMPETITION ANALYSIS + TRAVEL INDUSTRY ANALYSIS.



WHY TRAVEL

Travelling offers individuals to explore various cultures and the interactive experiences acts as a bridging point of community. By taking a glimpse at multiple clients and domains, the team discovered an opportunity to help backpackers localize an experience through accidental discovery.

POSSIBLE CLIENTS

lonely planet

AMTRAK®

HOSTELLING INTERNATIONAL

NATIONAL GEOGRAPHIC

KOREAN AIR

couchsurfing™

airbnb™
Travel like a human.

YVR VANCOUVER INTERNATIONAL AIRPORT
Beyond, Every Day.

OUR CLIENT

HOSTELING INTERNATIONAL

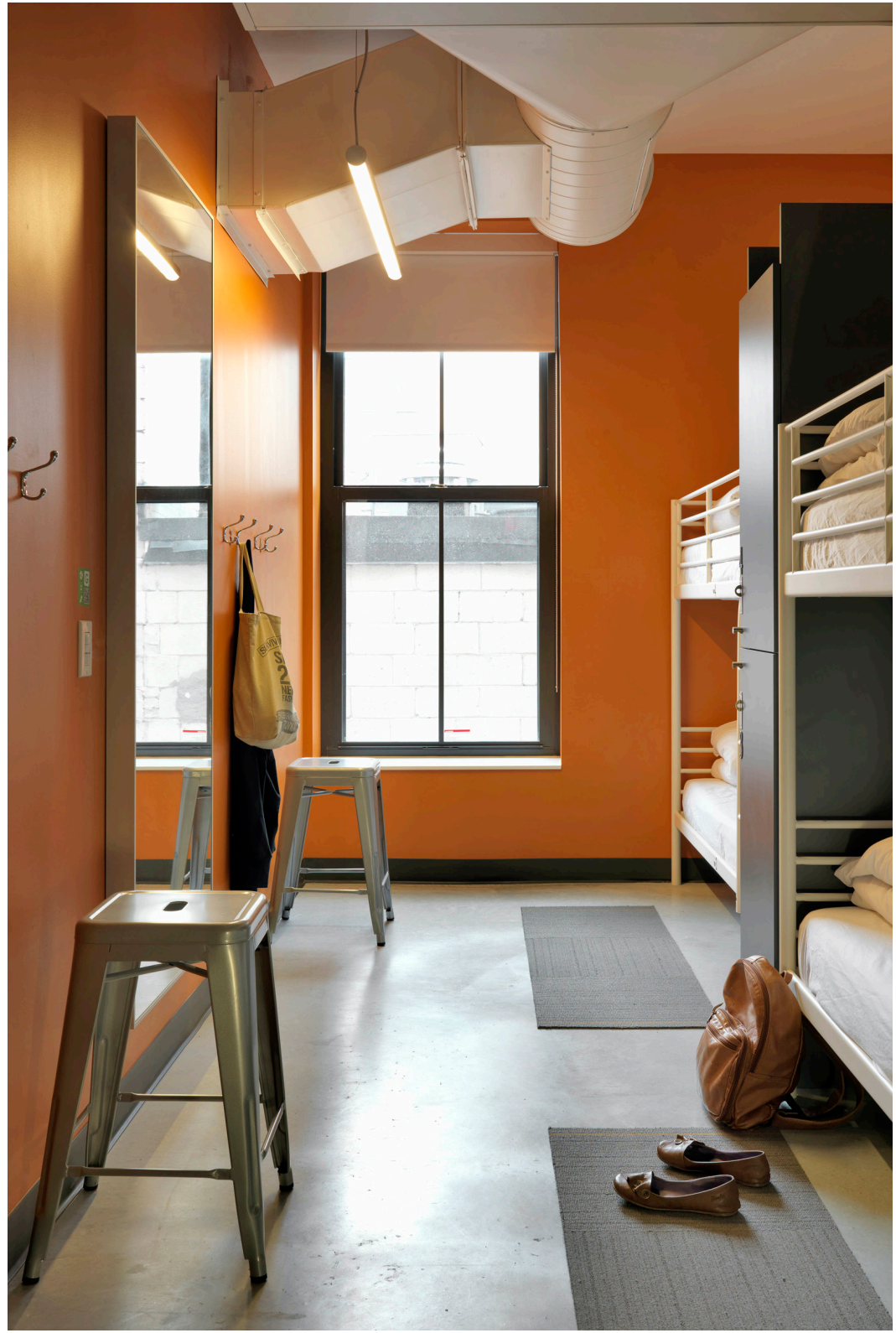
Hosteling International is a non-profit member-based organization and a national member of the International Youth Hostel Federation. It is also known as one of the largest travel associations in the world.

VALUE

openness
cross-culture
mutual understanding

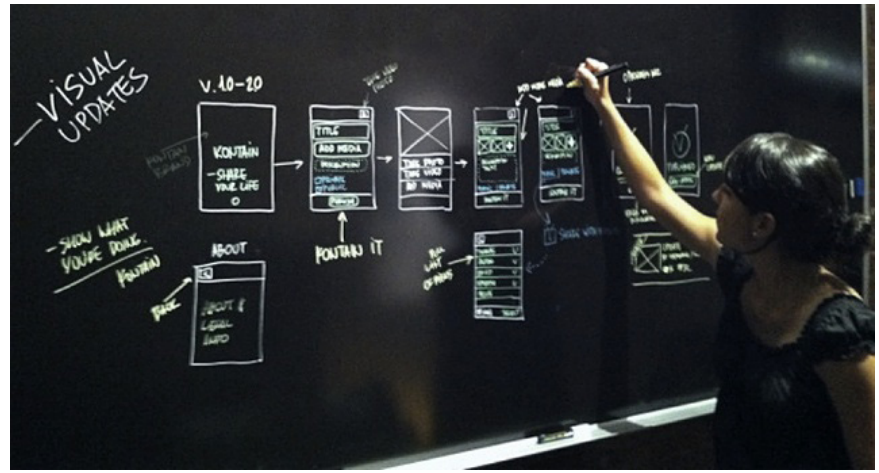
MISSION

To encourage youth travel to develop mutual understanding between cultures by providing cheap and convenient lodging.



AGENCY

Fantasy Interactive is a digital agency that executes its designs based on digital platforms. By understanding their user's mental models, they stimulate micro interactions to provide delightful experiences. To do so, digital stories are narrated across their designs which leaves long lasting impressions for users.



WHAT / HOW THEY DO?

Experience Design = UX, visual, responsive design
Branding

Help client reimagine online business
Provides video production, brand storytelling, motion graphics, animation, photography and brand content

WHY FI?

The team was intrigued by the storytelling methods used in Fi's designs where we learned from them and applied it into our design approach.

INTERACTIVE NARRATIVE &
COMPELLING VISUAL DESIGN

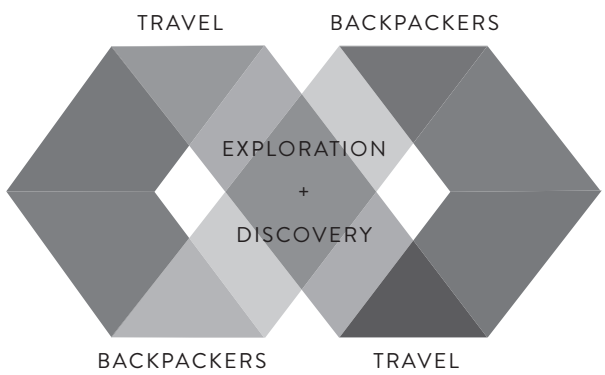
so

we focused on micronarrative/personal customization & immersive imagery to design exploration of travel experiences

TOUCHPOINT

Planning and booking is the only touchpoint.
we want to extend the planning and hostel experience part as EXPLORATION which focuses on localizing experience and accidental discovery.

SO, WHAT ARE THE NEEDS?
There are difficulties to have localizing experience during travel.



=

PLANNING

+

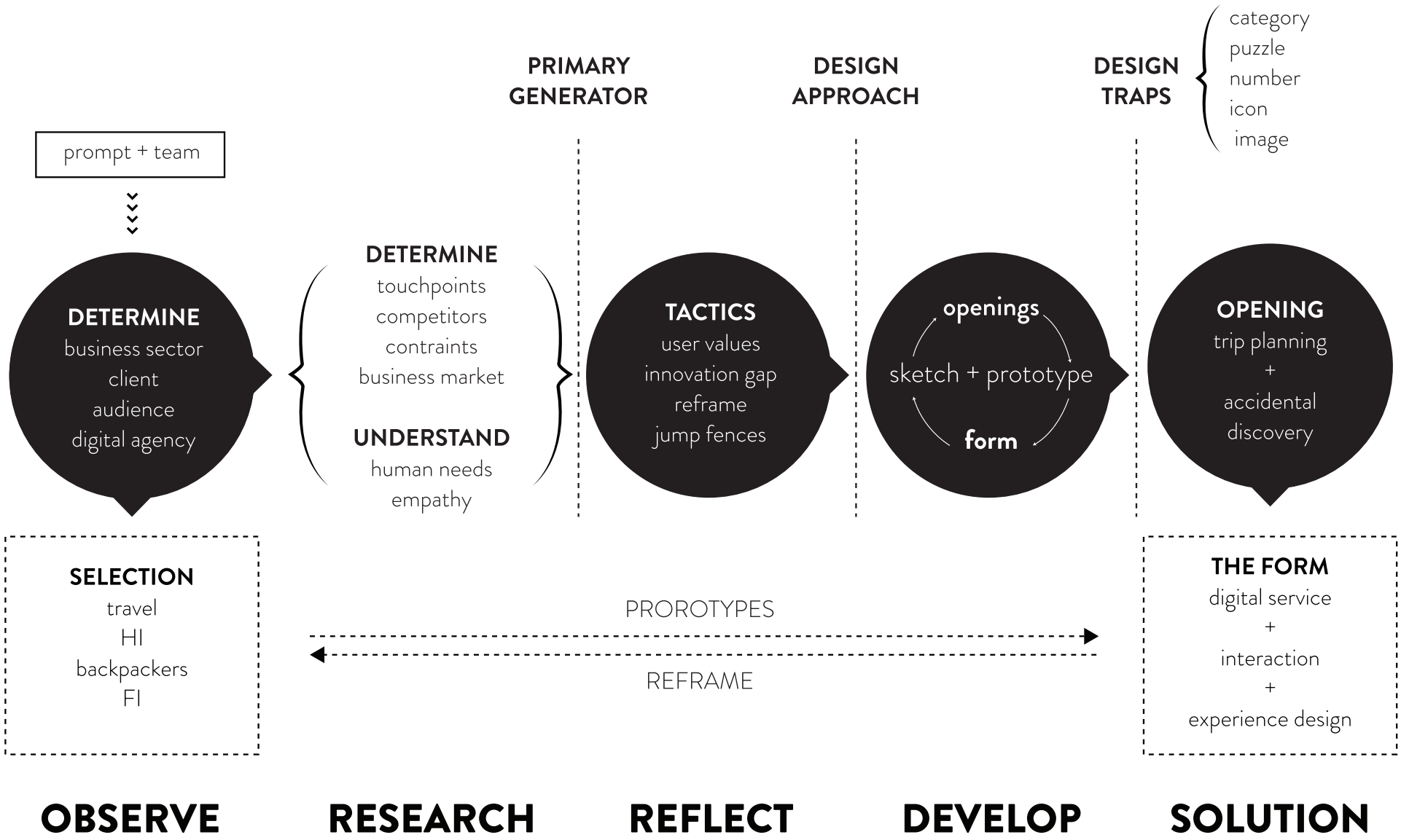
ACCIDENTAL

DISCOVERY

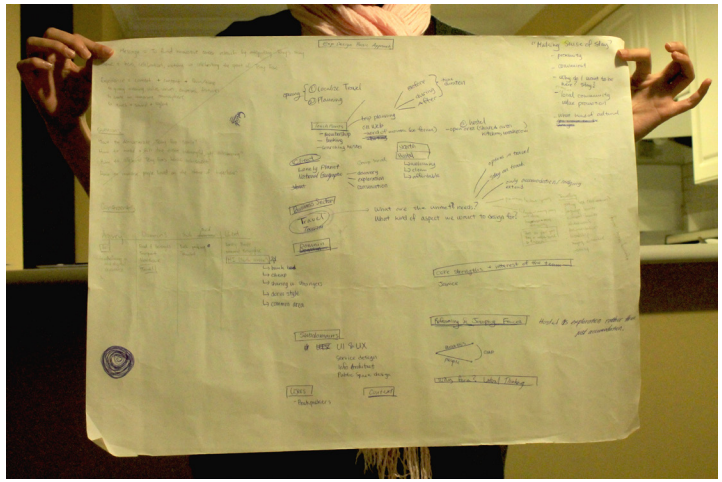
OPENING

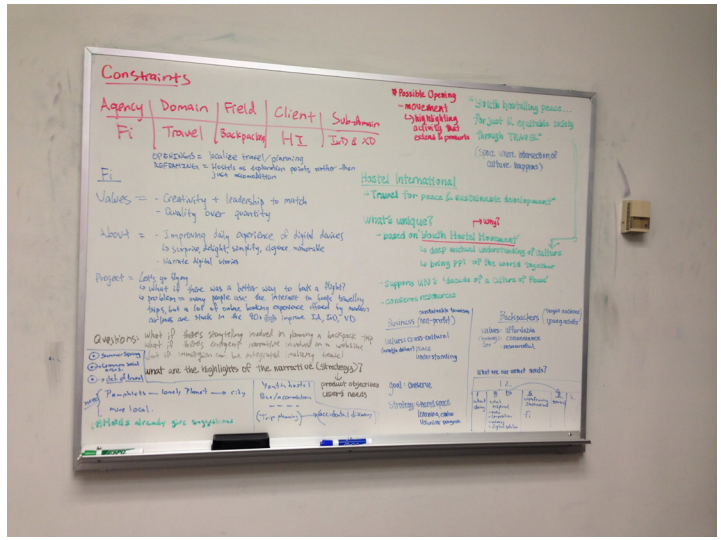
TRIP
PLANNING
+
ACCIDENTAL
DISCOVERY

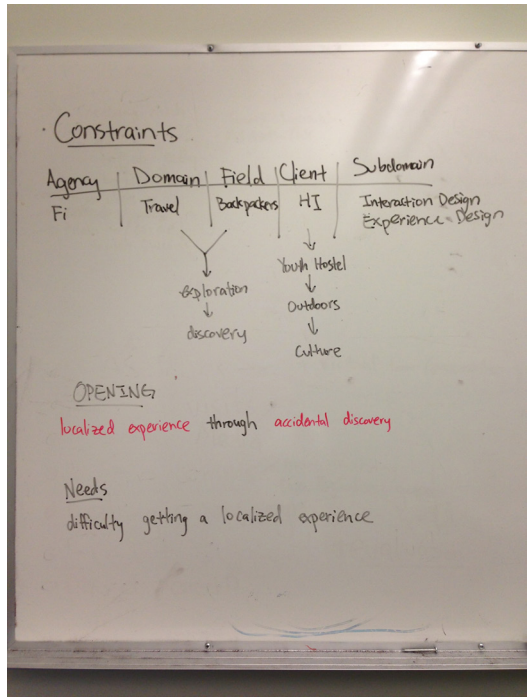
IDEATION FRAMEWORK

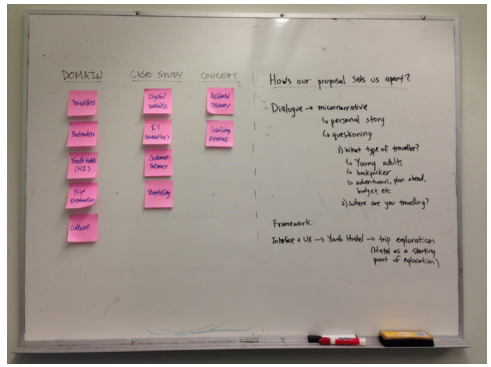


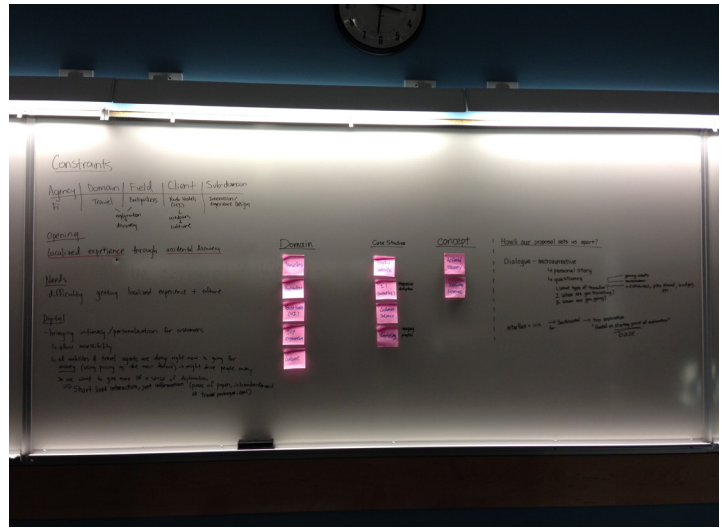
WEEK 1 PROCESS











Week 2

SWISH

REFRAME

IDEA

EXPLORATION

FORM

DEVELOPING

REFRAME

DOMAIN

travel

SUB - DOMAIN

interaction design + experience

design + digital interface service

CLIENT

hostelling international

AGENCY

FI

OPENING

localized experience

+

accidental

discovery

WHY NOT OTHER CLIENTS?

lonely planet

airbnb™

Travel like a human.

HOSTELLING INTERNATIONAL

NATIONAL GEOGRAPHIC

couchsurfing™

WHY HI

youth travel + localized experience + accidental discovery

GOAL
non-mainstream tourism

≠

youth travel + localized experience

COUCHSURFING
backpackers

competitor

≠

youth travel + localized experience

AIRBNB
backpackers

competitor

=

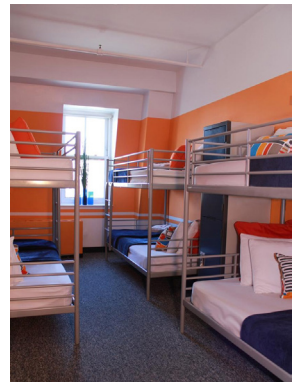
youth travel + localized experience + accidental discovery

HI
backpackers

client

WHY HI

Within an open environment accomodation, the target customers are backpackers where these young travellers seek experiences that are “off the beaten track” by extending their sense of thrill and learning. Therefore, a youth hostel extends its purpose of lodging into a local community hub to connect travellers and locals together.



WHY BACKPACKERS

- A PREFERENCE FOR BUDGET ACCOMMODATION
- AN EMPHASIS ON MEETING OTHER TRAVELERS
- AN INDEPENDENTLY ORGANIZED AND FLEXIBLE TRAVEL SCHEDULE
- LONGER RATHER THAN VERY BRIEF HOLIDAY
- EMPHASIS ON INFORMAL AND PARTICIPATORY HOLIDAYS ACTIVITIES

After researching various sub-domains of travel and travellers, the target audience chosen are backpackers. These are young travellers who seek localized experience through accidental discovery without being mainstream tourism.

	EXISTING PRODUCT	NEW PRODUCT
EXISTING MARKET	CURRENT INDUSTRY booking trip package trip planning	?
NEW MARKET	COMPETITORS couchsurfing airbnb lonely planet	OUR PROPOSAL personalization narration exploration cultural experience

HOW ?

immersive imagery

micronarrative
converting both HI's
cross-culture value &
traveler's experience
seeking values

OPPURTUNITY

- UI design for itineary process
  (rejected: only small part of travel, just redesigning project)
- service design for accomodation
  (rejected: couchsurfing & airbnb already targets this need)
- service design for trip exploration

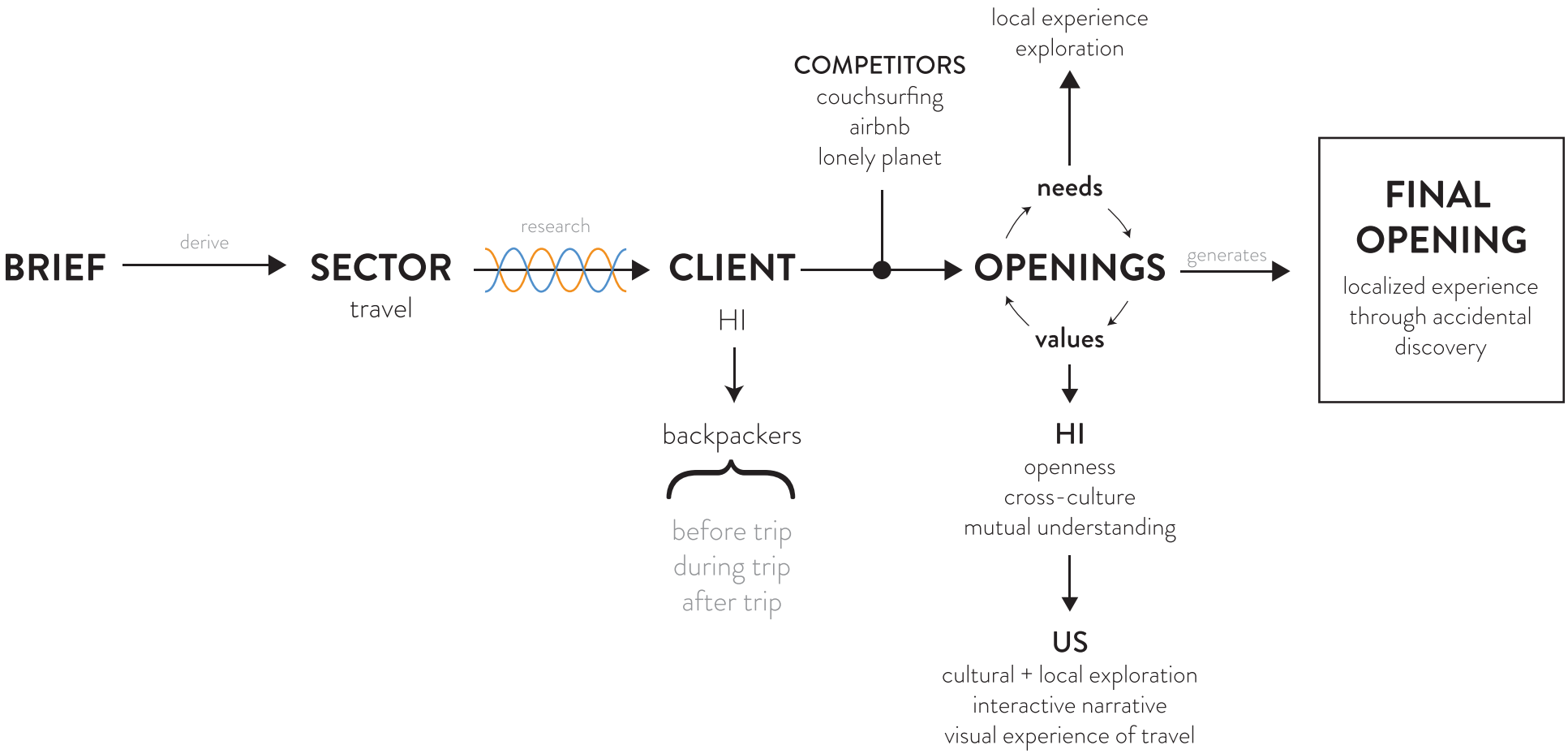
CONSTRAINTS

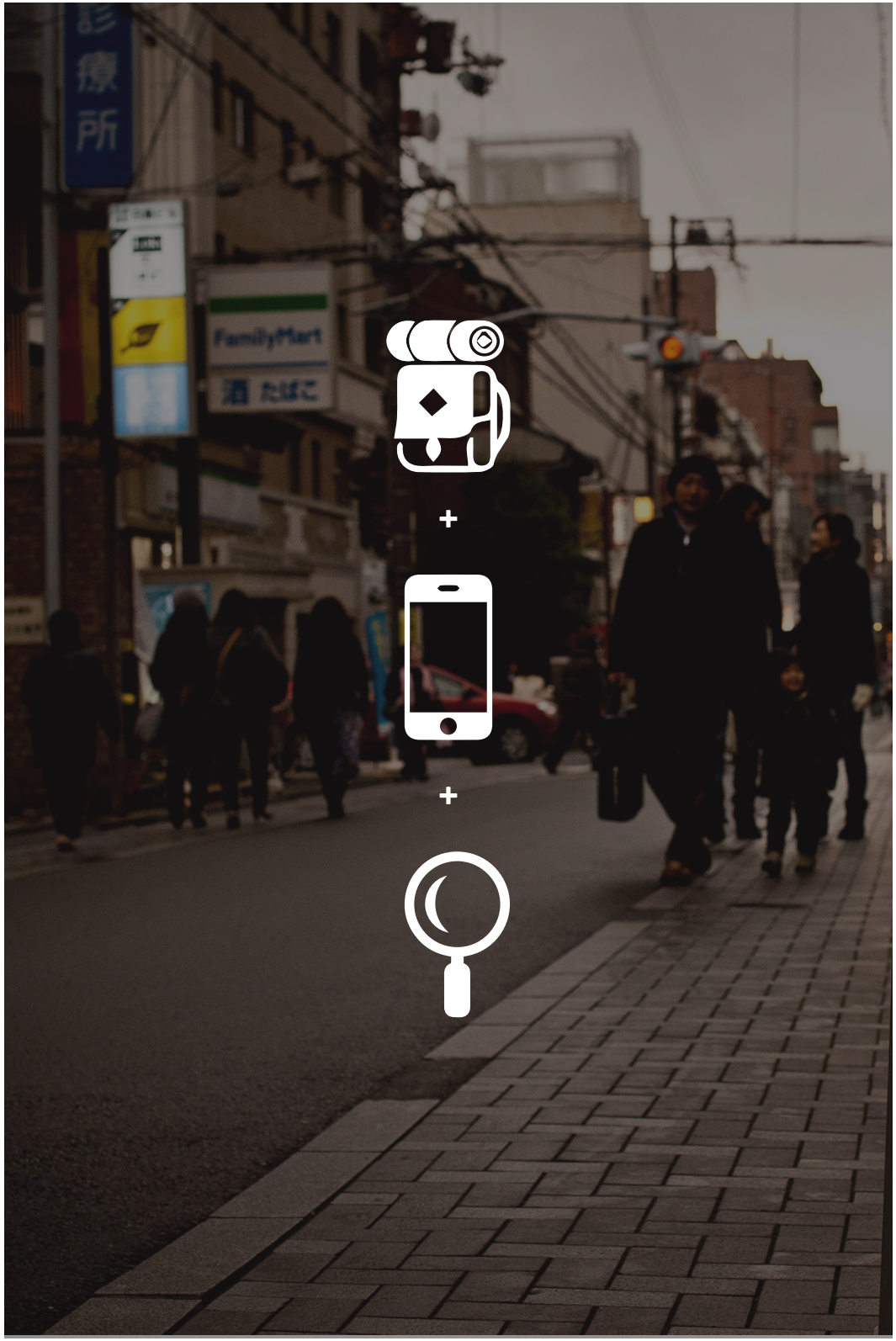
AGENCY	BUSINESS SECTOR	AUDIENCE	CLIENT	SUB DOMAIN	AESTHETICS	METHOD
FI	travel	backpackers	HI	service design + ID + XD	visual graphics/ displays	micro narrative

JOURNEY FRAMEWORK

STAGES	PLAN	TRAVEL	RETURN
DOING	accommodation, activities, determine destination, research + book, pack + prepare, budgeting, transport	map guide, accommodation, budgeting, experience seeking, discovering landmarks, adapting to new culture	informing friends about trip, recovery
EMOTIONS	anticipation excitement	eagered anxiety tired	satisfaction depressed
TOUCHPOINTS	• desktop browser for online research and bookings • reading forums • buy and read travel books • questioning others • visit a travel agency	• locating lodging, food, activities • mobile app to share experiences and blogging • friendship development • exchanging local findings and facts • understanding neighbourhood	• social media • desktop browser and mobile app
OPPORTUNITIES	• trip planning • trip booking • trip information • itinerary organizer	• bookings on the go • personal travel guide • travelling maps • trip exploration	• platform to share experiences with others

OPENING IDEATION FRAMEWORK





SOLUTION

OUR INTERFACE
=
INTERVENTION THEREFORE, LOCALIZED TRAVEL THROUGH ACCIDENTAL DISCOVERY

WHAT ARE WE DOING?

A digital application and mirroring a website to offer backpackers a sense of trip exploration rather than having a typical medium of trip planning and trip bookings.

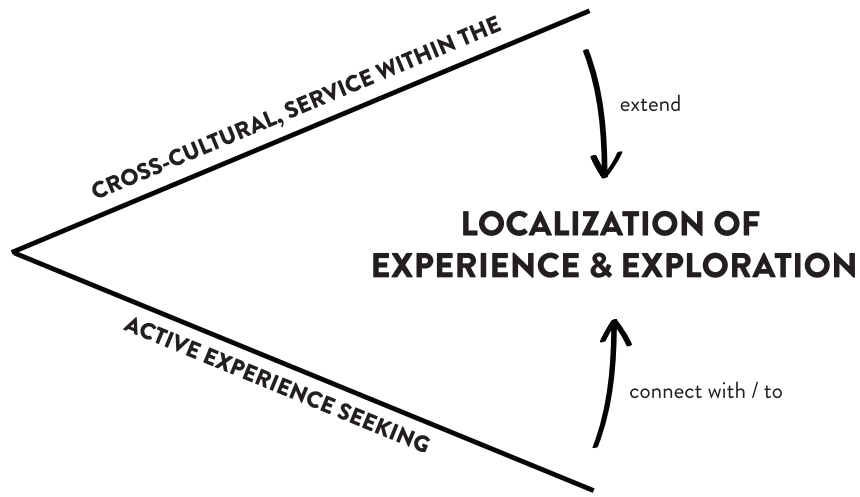
HOW DOES IT HELP?

Many of the travel agents and online travel agencies in present time simply create a market that benefits their business, using pricing, as well as travel packages as their dominant sales point. However, there is a lost in customer intimacy and personalization for customers. By taking or audience into consideration, we want to provide a sense of exploration to extend the short lived interaction and reaching further than showing information into our product.

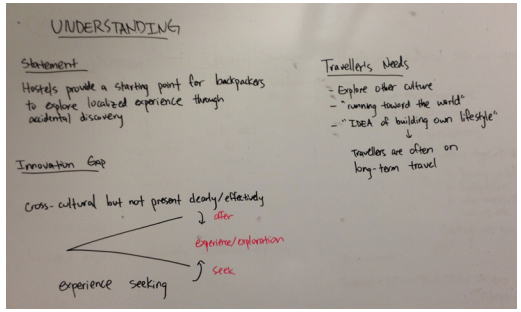
	EXISTING PRODUCT	NEW PRODUCT
EXISTING MARKET	**BOOKING** trip package trip planning / itinerary accommodation transportation	**TRAVEL AGENCIES** travelocity expedia
NEW MARKET	**LOCALIZED ACCOMMODATION** airbnb counchsurfing hostel intrnational / Travel Guide / lonely planet	**SWISH** “Cultural / local exploration" interactive narrative visual experience of travel

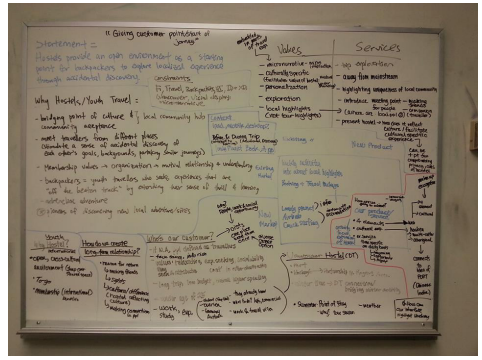
BUSINESS VALUE

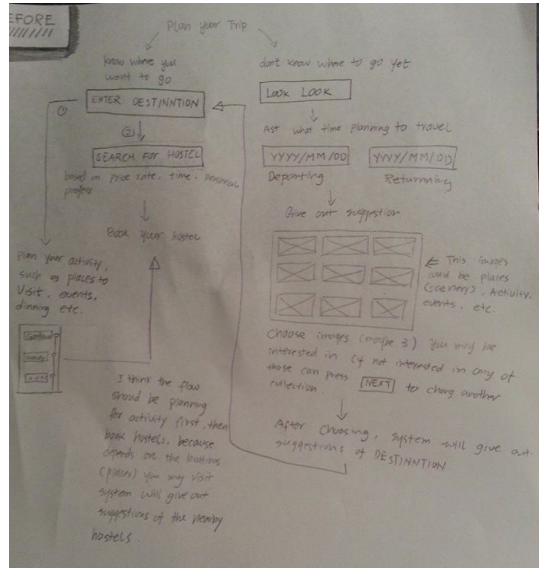
INNOVATION GAP

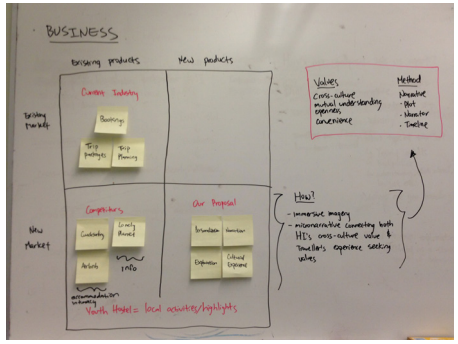


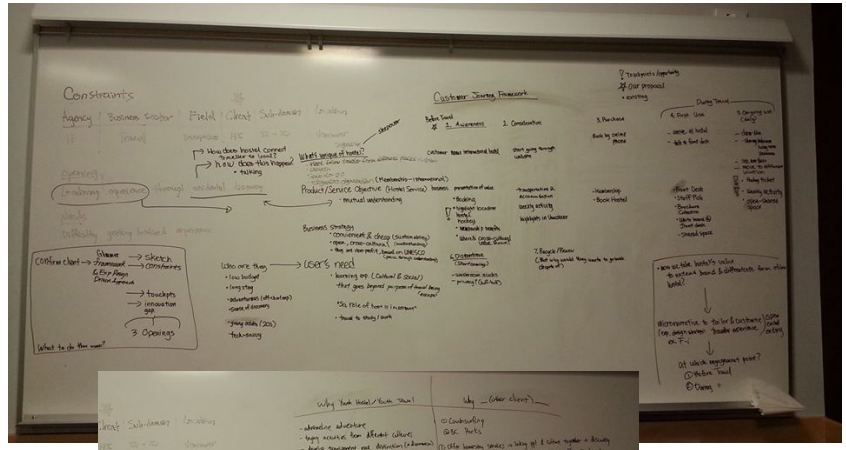
WEEK 2 PROCESS

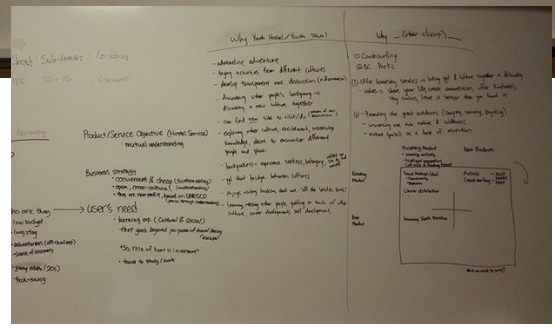


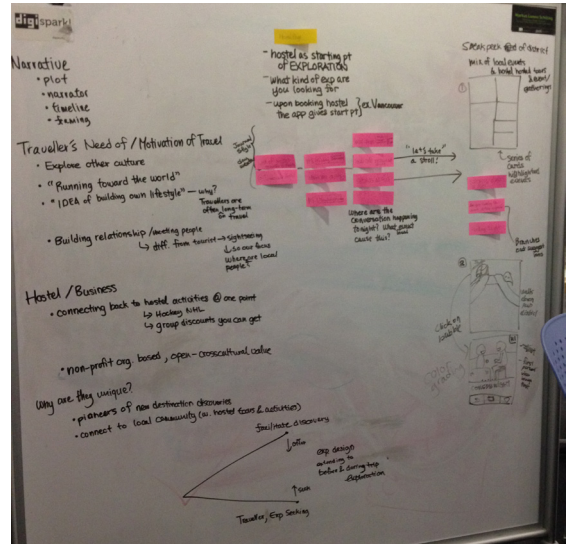












Week 3

SWISH

FORM

DEVELOPING

PROPOSAL

EVENT

+

LOCATION

+

SHARING

Our project is a digital interface for backpackers to use as a starting point of trip exploration for them to stumble upon a localized experience through accidental discover during their travel.

OBJECTIVE

Start point to explore localized experience through Accidental Discovery

HOW TO PROVIDE DIGITAL SPACE FOR PEOPLE TO SHARE & GENERATE CONVERSATION?

ex. Tumblr, Screaming

PLATFORM

Mobile Web /APP

Web Desktop

INTERFACE PERSONALITY

Companion

Friendly, adventurous, cheerful

Swoosh ~ whisper, Psst

TOUCH POINTS

During hostel stay

Before (after) arrival

Transition from one hostel to another

HOSTEL INTERNATIONAL

Brand Promise: just, harmonious society

Brand Value: cross-cultural, mutual understanding

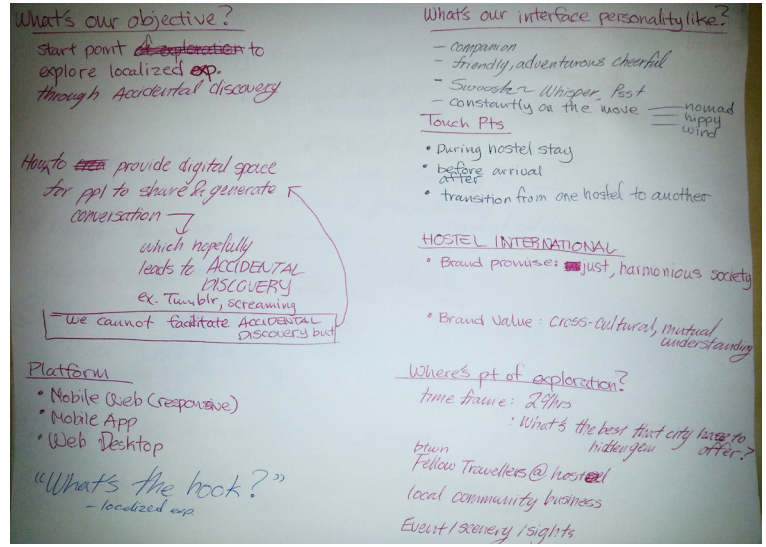
WHERE'S POINT OF EXPLORATION?

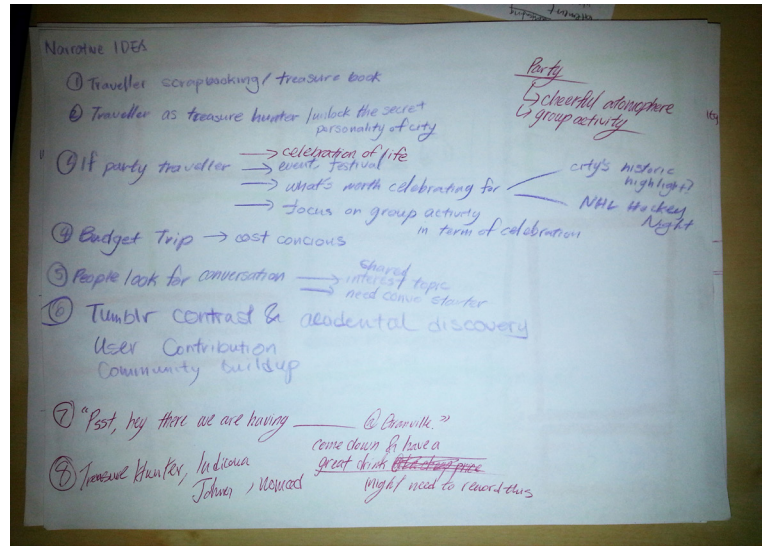
Time frame: 24hrs

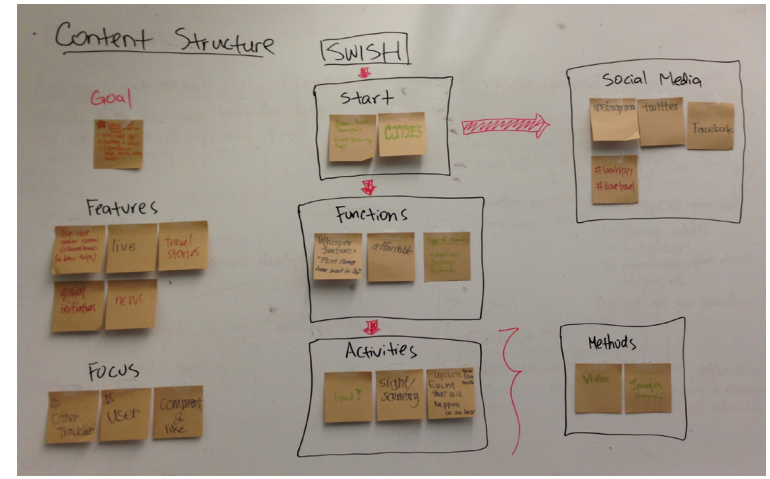
What's the best that city have to offer?

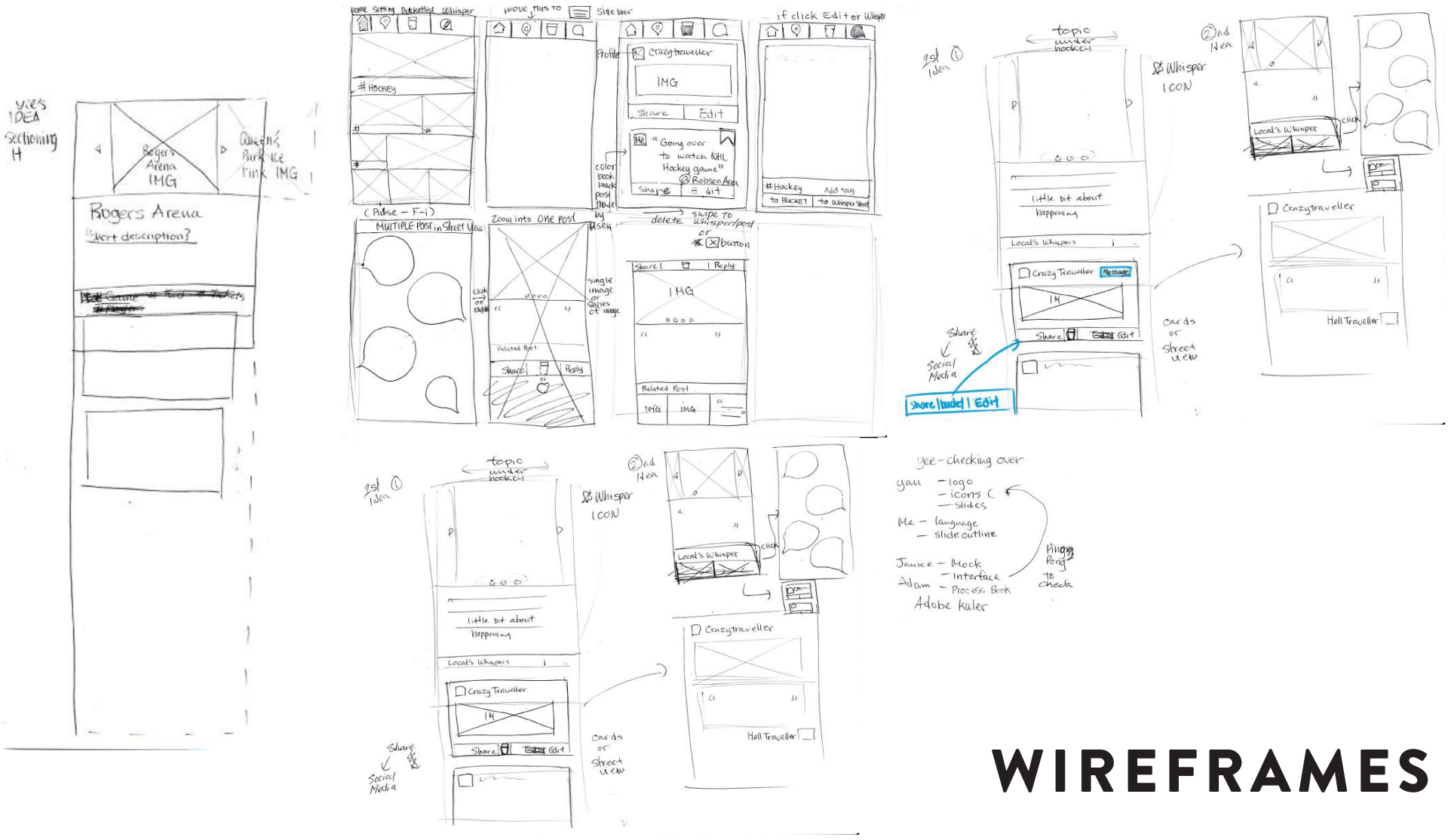
Between travellers at hostel

Local community business

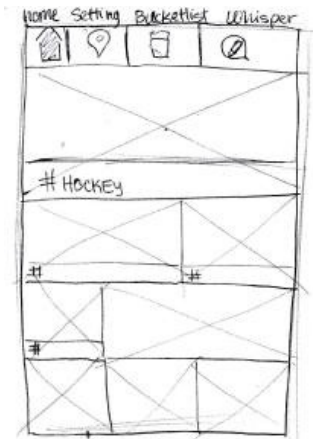


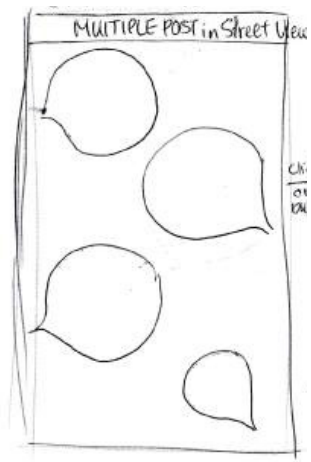




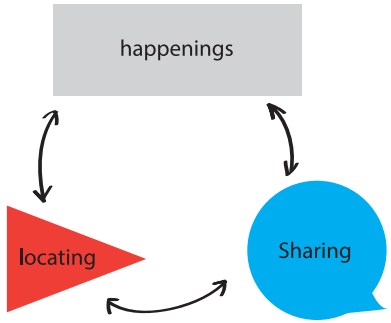

Rogers Arena
IMG
Rogers Arena
"short description?
Home Setting Bucketlist Whisper
move this to Side bar
if click Edit or Whisper
Hockey
Crazytraveller
IMG
Share
Edit
"Going over to watch NHL Hockey game"
@Robsen Arena
Share
Edit
Hockey
Add tag
to BUCKET
to whisper Street
(Pulse - F-i)
MULTIPLE POST in Street View
Zoom into ONE post
delete
swipe to whisperpost or button
Share
Reply
IMG
Related Post
topic under hockey
1st idea
Whisper ICON
2nd idea
Local's Whisper
click
little bit about happening
Local's Whispers
Crazy Traveller
Message
Share
Edit
Cards or Street view
Hell Traveller
Social Media
Share bucket | Edit
yee-checking over
you - logo
- icons
- slides
Me - language
- slide outline
Janice - Mock
- Interface
Adam - Process Book
Adobe Kuler
Ping Pong to check

WIREFRAMES





Our interface flow



PROBLEMS

PROBLEM 1.

Our street view and image squares homepage

- doesn't flow from one another, hard to connect the pages
- both dominant, two different ideas presenting event/happening

PROBLEM 2.

Deciding on our interface flow

- we had difficulty in deciding our main elements of the user interface
- so we narrowed down to three elements from navigating, mapping, trip planning to happenings, locating and sharing.

PROTOTYPE

Swish
#HIhockey
#HIclubbing
#HIhiking
#HIstreet
#HImovie
#HIhockey
Local Swishes
#HIhockey
Local Swishes

Week 4

SWISH

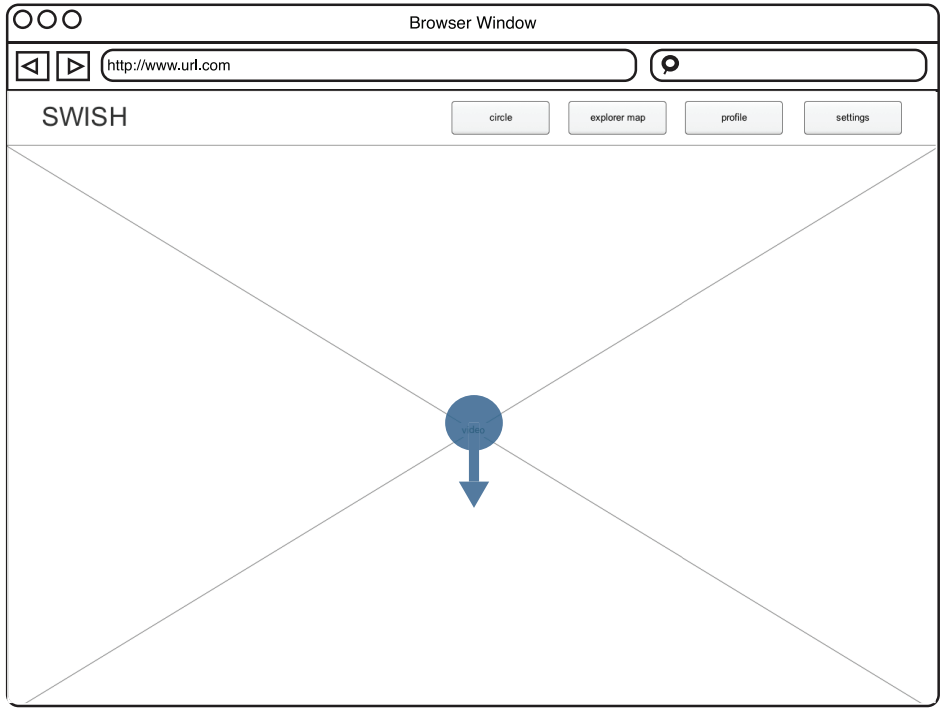
FINAL

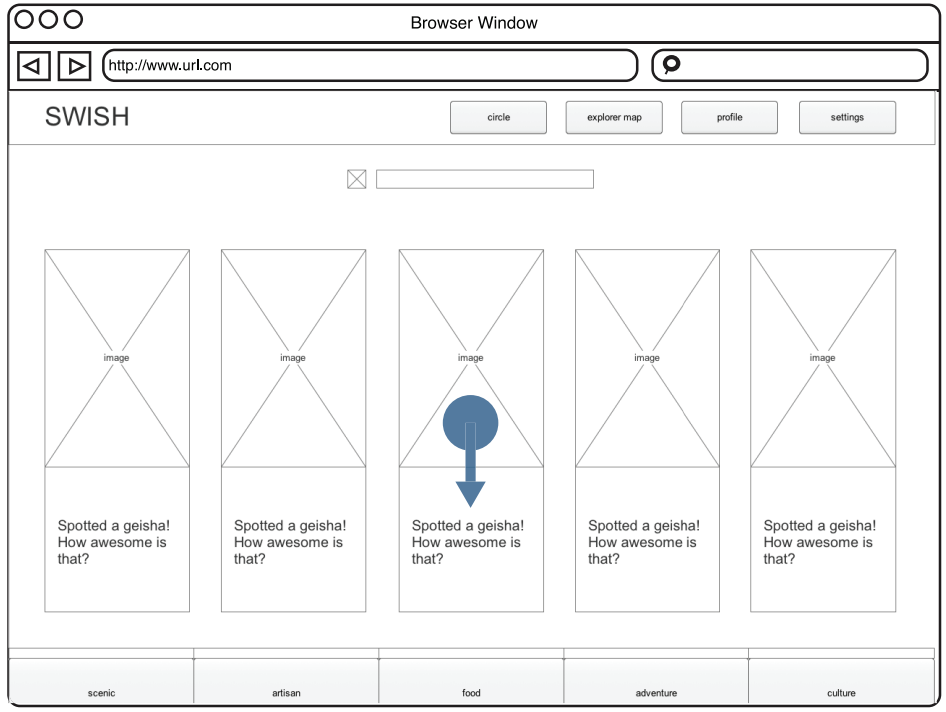
FORM

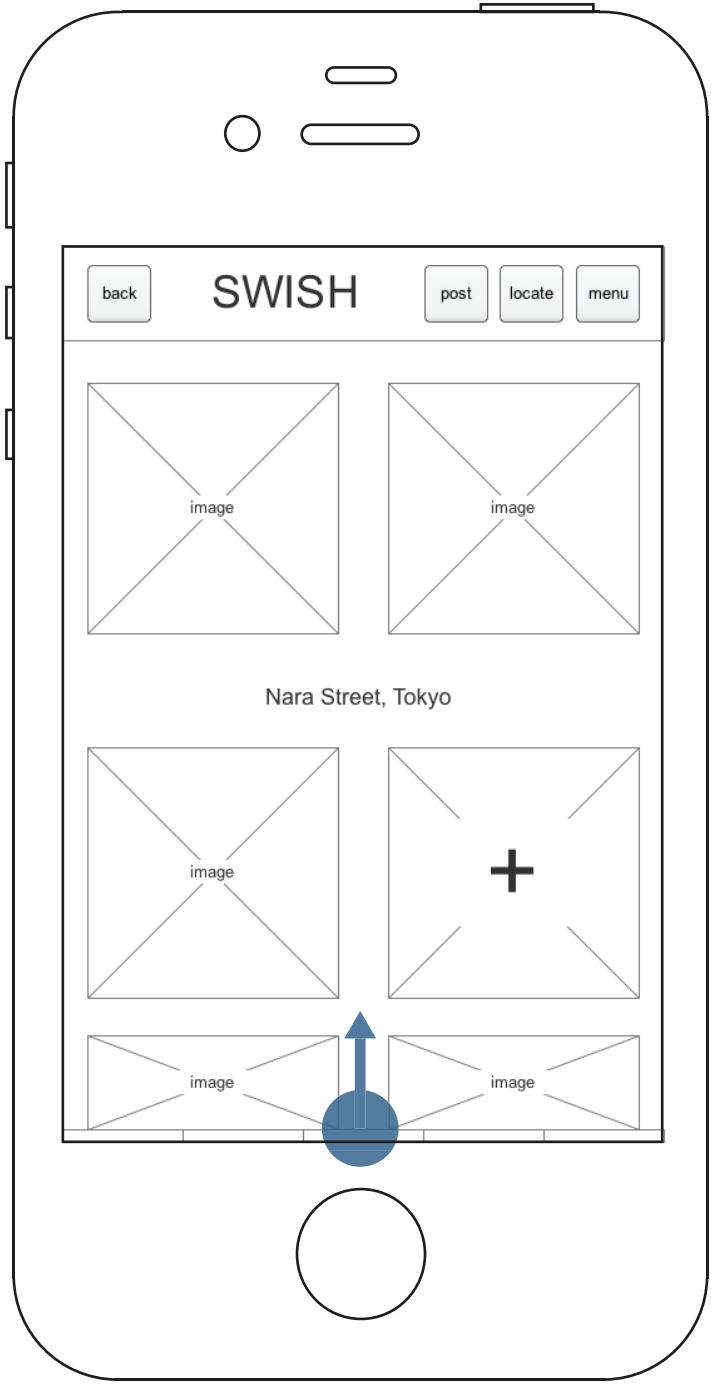
SWISH

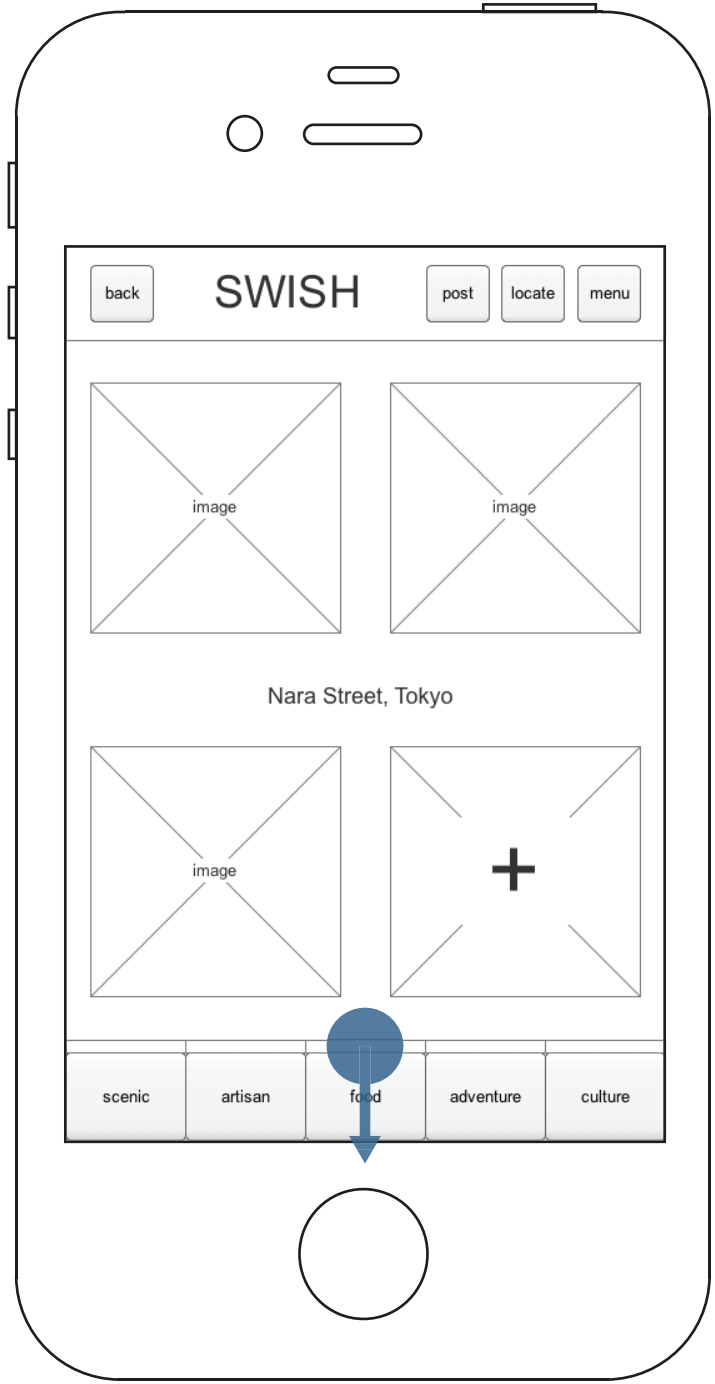
Swish is a digital service for backpackers to start their exploration of localized experience through accidental discovery during their travel.

WIREFRAMES


Browser Window
http://www.url.com
SWISH
circle
explorer map
profile
settings
video


Browser Window
http://www.url.com
SWISH
circle
explorer map
profile
settings
image
Spotted a geisha! How awesome is that?
image
Spotted a geisha! How awesome is that?
image
Spotted a geisha! How awesome is that?
image
Spotted a geisha! How awesome is that?
image
Spotted a geisha! How awesome is that?
scenic
artisan
food
adventure
culture


back
SWISH
post
locate
menu
image
image
Nara Street, Tokyo
image
+
image
image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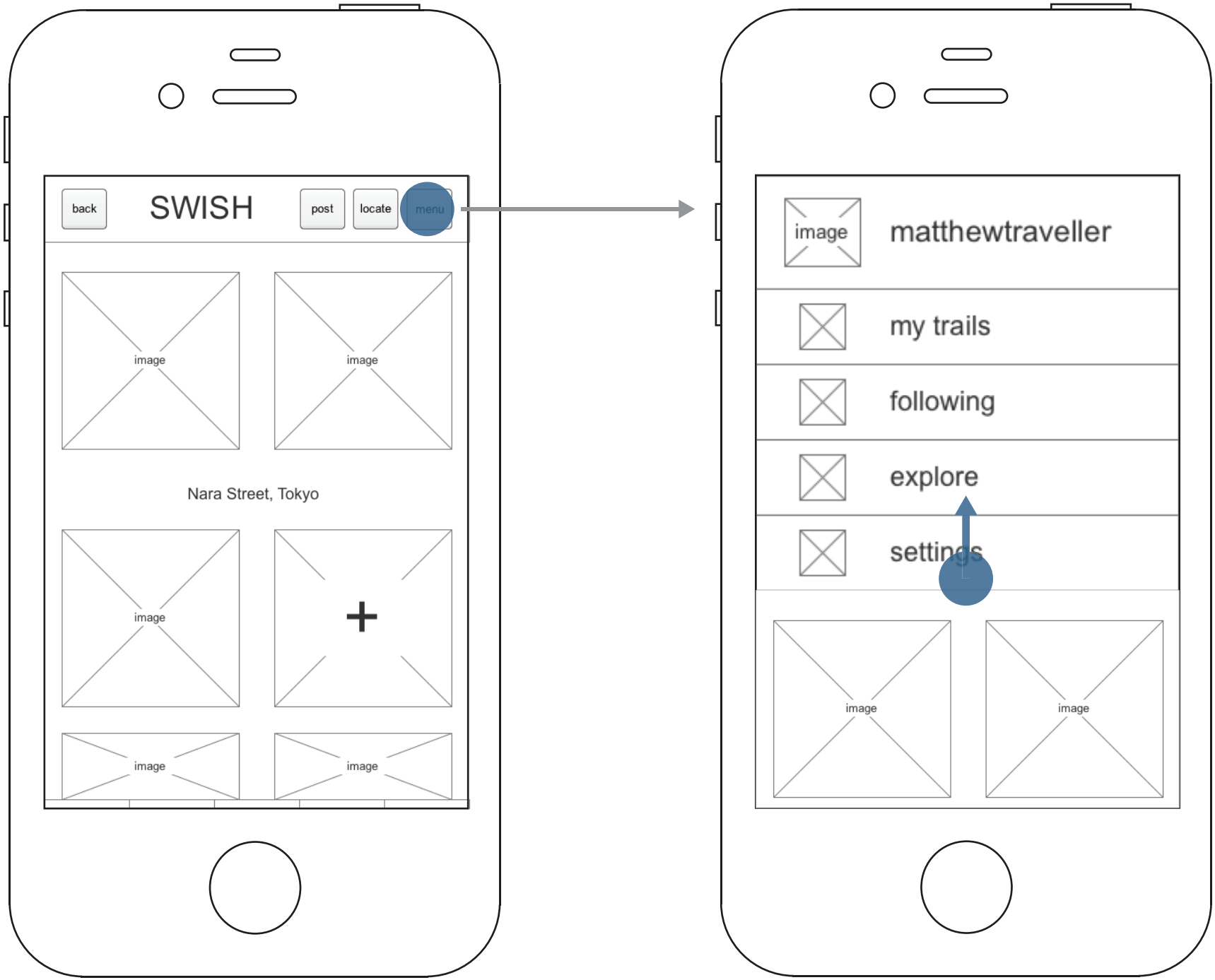
SWISH
post
locate
menu
image
image
Nara Street, Tokyo
image
+
scenic
artisan
food
adventure
culture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SWISH
post
locate
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image
image
image
matthewtraveller
my trails
following
explore
settings
image
image

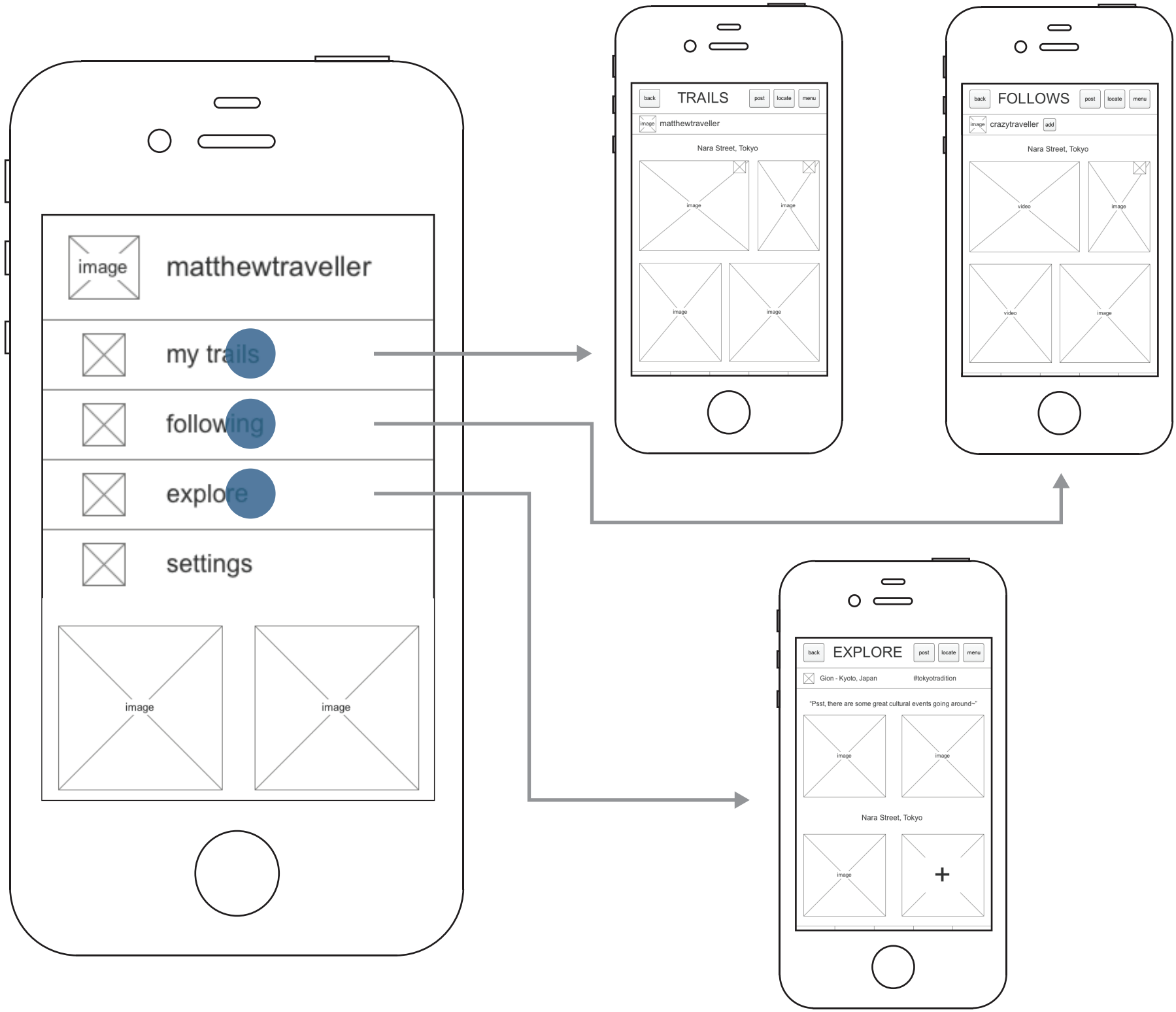
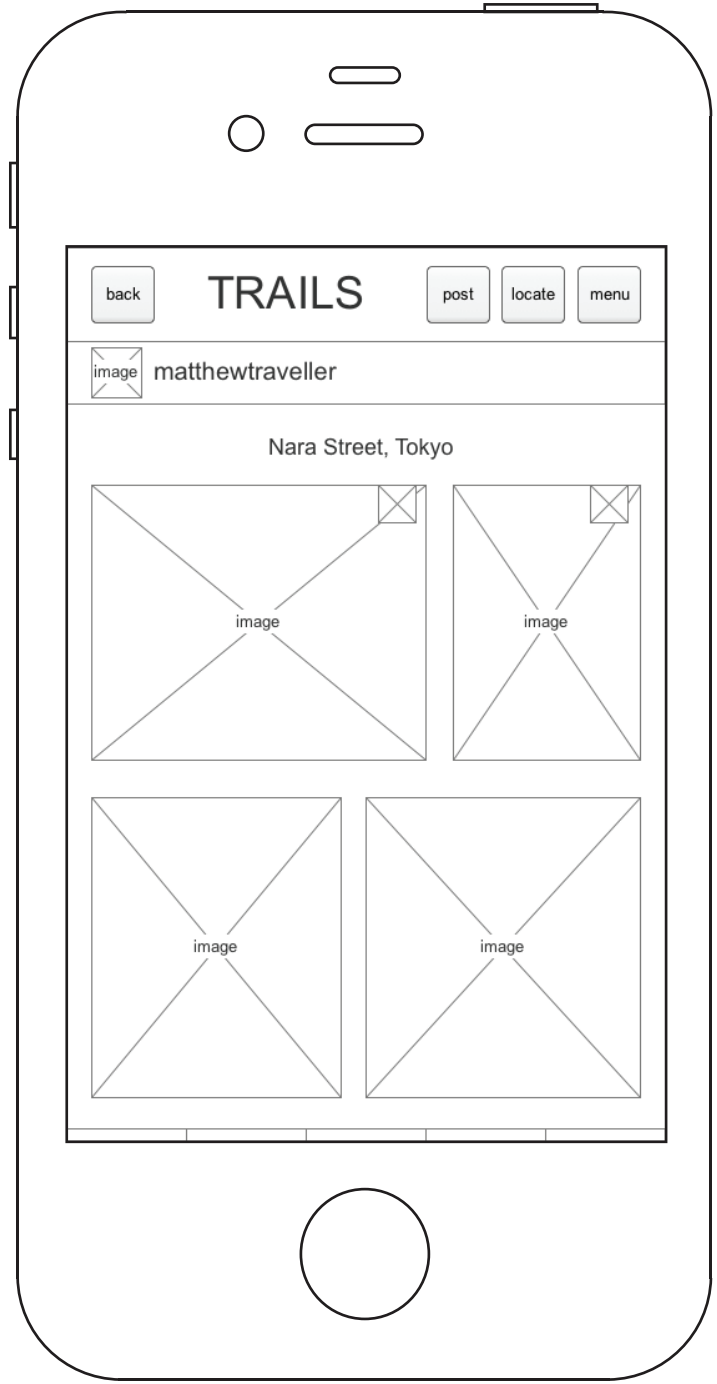


image
matthewtraveller
my trails
following
explore
settings
image
image
back
TRAILS
post
locate
menu
image
matthewtraveller
Nara Street, Tokyo
image
image
image
image
back
FOLLOWS
post
locate
menu
image
crazytraveller
add
Nara Street, Tokyo
video
image
video
image
back
EXPLORE
post
locate
menu
Gion - Kyoto, Japan
#tokyotradition
"Psst, there are some great cultural events going around~"
image
image
Nara Street, Tokyo
image
+

MY TRAILS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TRAILS
post
locate
menu
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matthewtraveller
Nara Street, Tokyo
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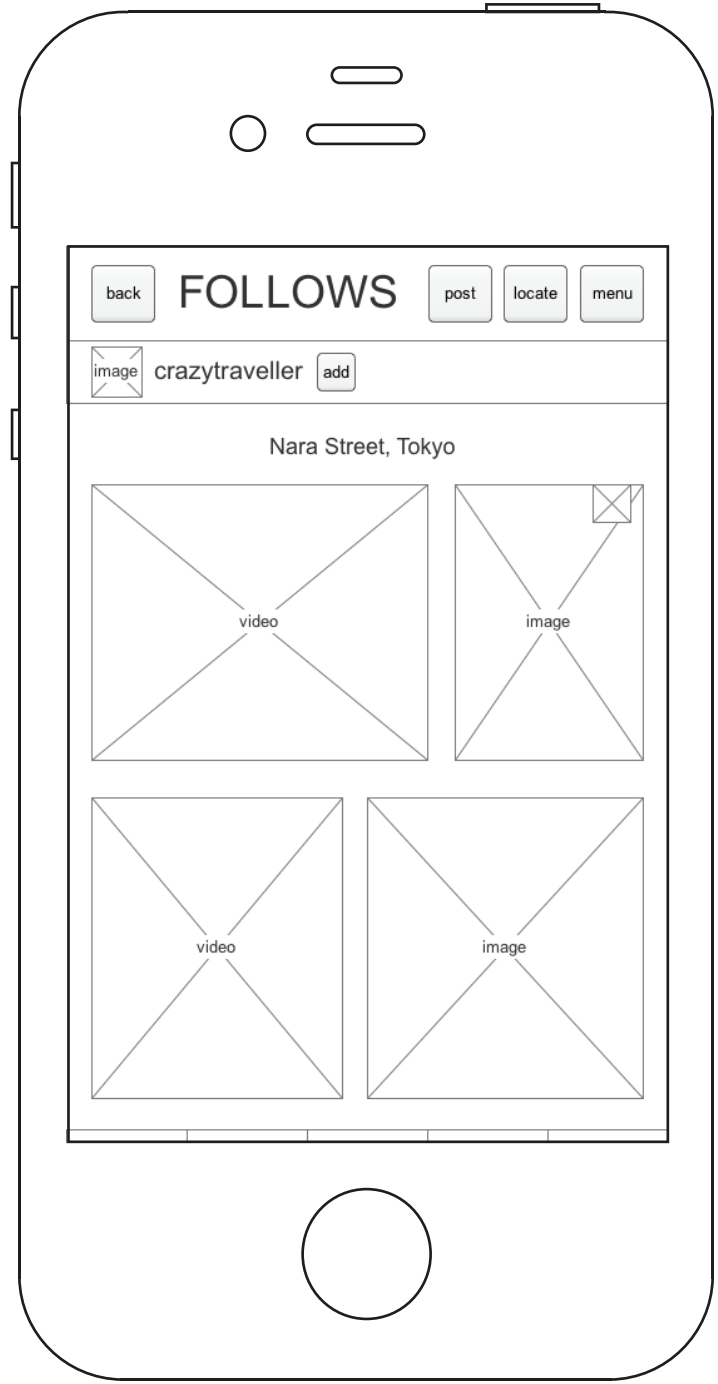
FOLLOWING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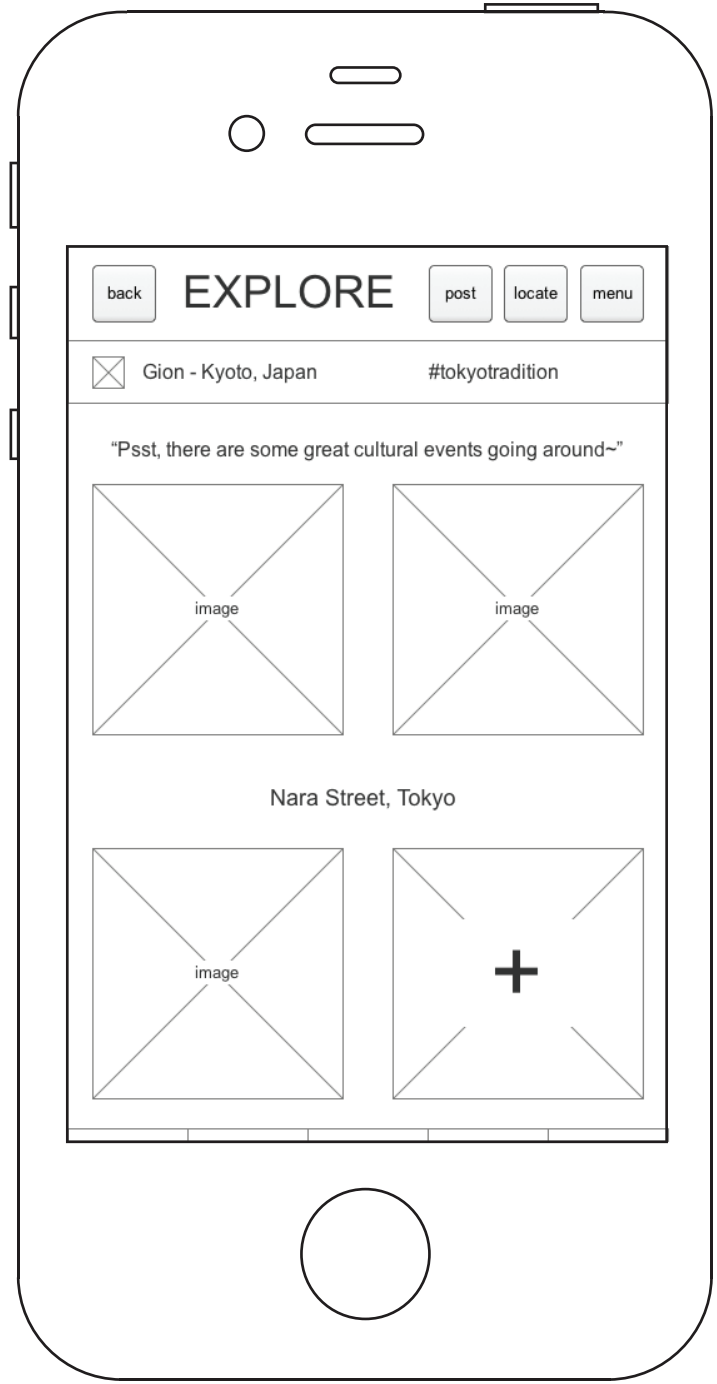
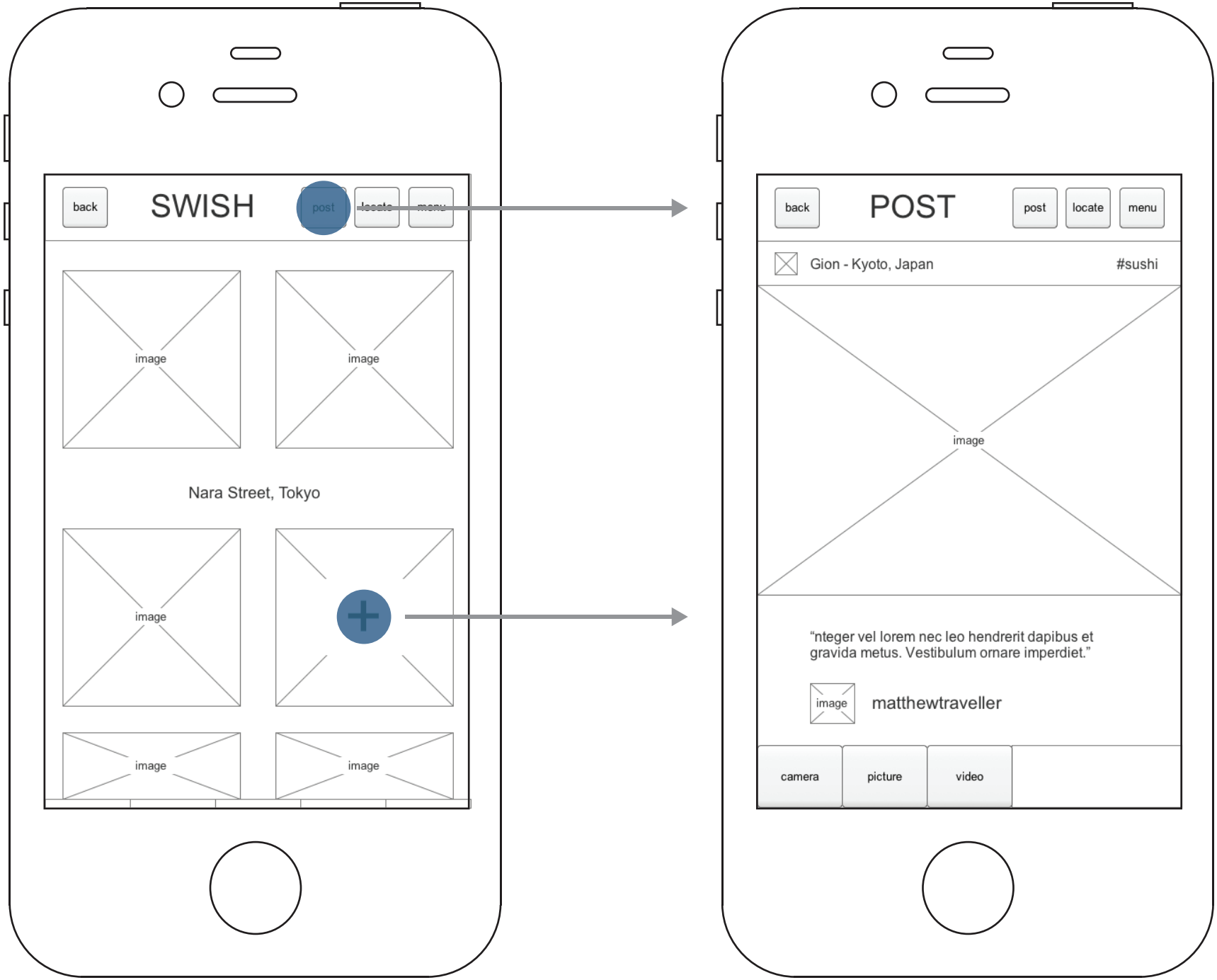
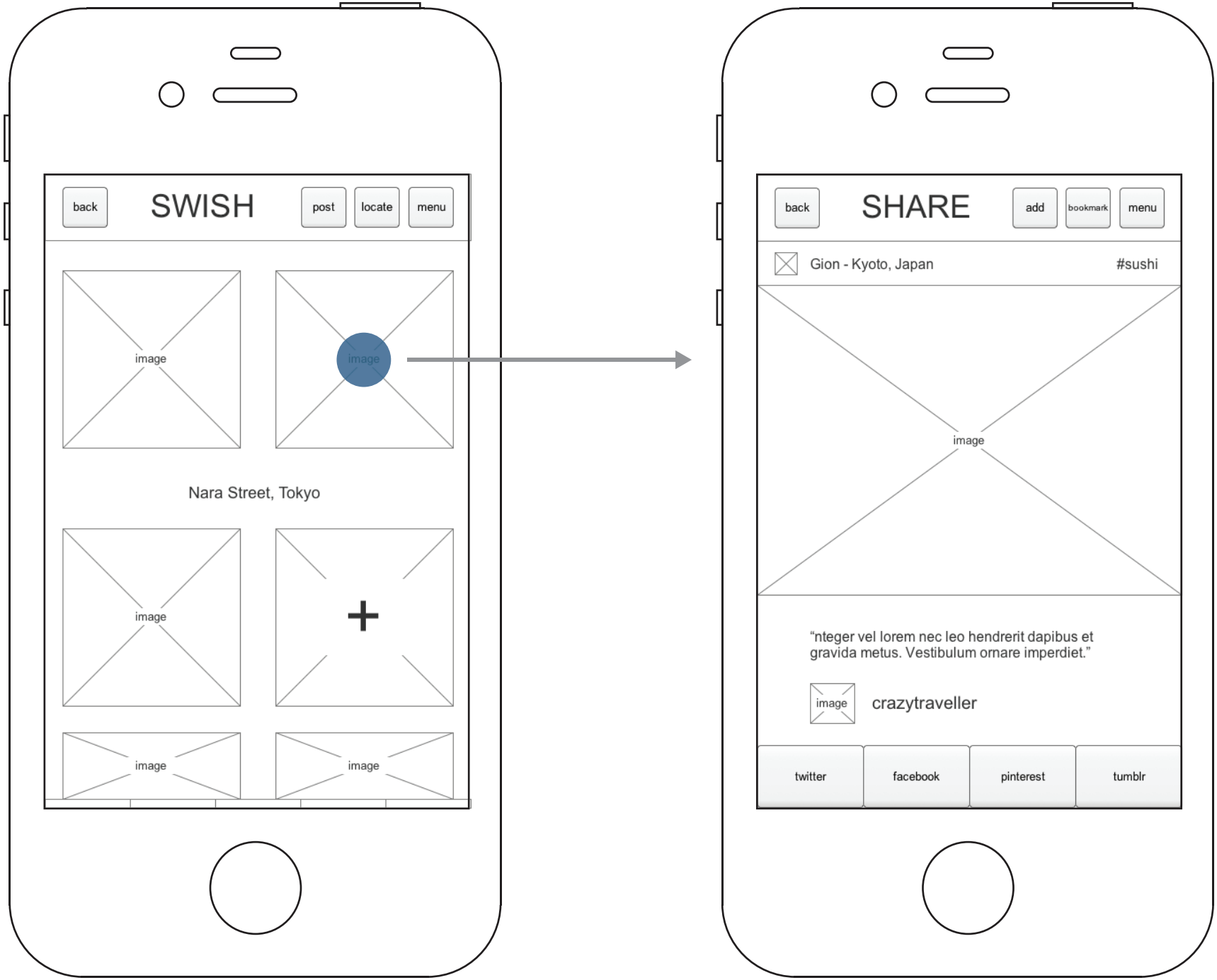
FOLLOWS
post
locate
menu
image
crazytraveller
add
Nara Street, Tokyo
video
image
video
image

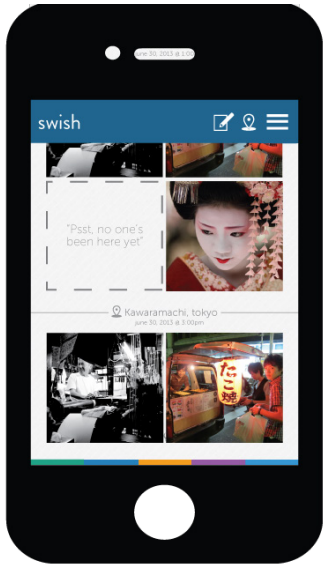
EXPLORE

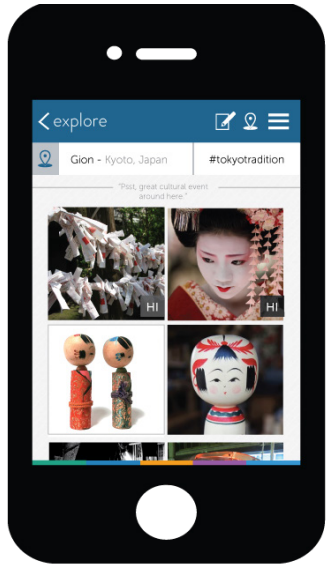

back
EXPLORE
post
locate
menu
Gion - Kyoto, Japan
#tokyotradition
"Psst, there are some great cultural events going around~"
image
image
Nara Street, Tokyo
image
+

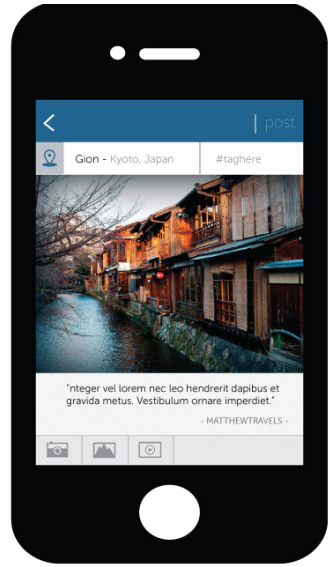

back
SWISH
post
locate
menu
image
image
Nara Street, Tokyo
image
image
image
back
POST
post
locate
menu
Gion - Kyoto, Japan
#sushi
image
"nteger vel lorem nec leo hendrerit dapibus et gravida metus. Vestibulum ornare imperdiet."
image
matthewtraveller
camera
picture
video

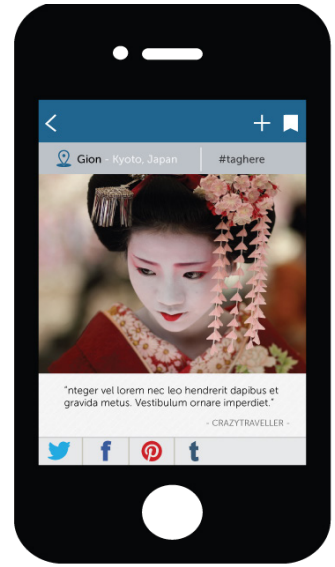

back
SWISH
post
locate
menu
image
image
Nara Street, Tokyo
image
+
image
image
back
SHARE
add
bookmark
menu
Gion - Kyoto, Japan
#sushi
image
"nteger vel lorem nec leo hendrerit dapibus et gravida metus. Vestibulum ornare imperdiet."
image
crazytraveller
twitter
facebook
pinterest
tumblr

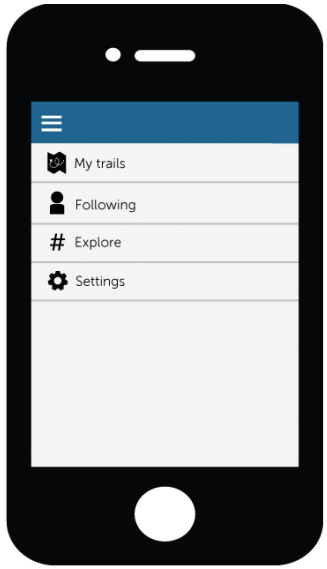
FINAL FORM

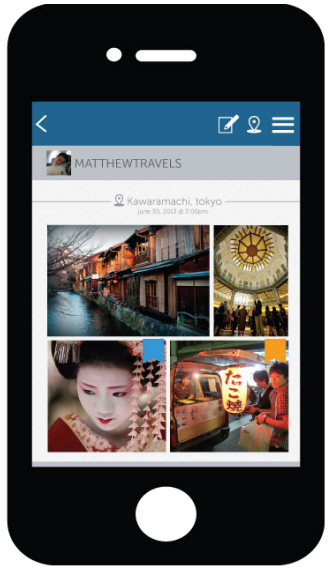

swish
"Psst, no one's been here yet"
Kawaramachi, tokyo

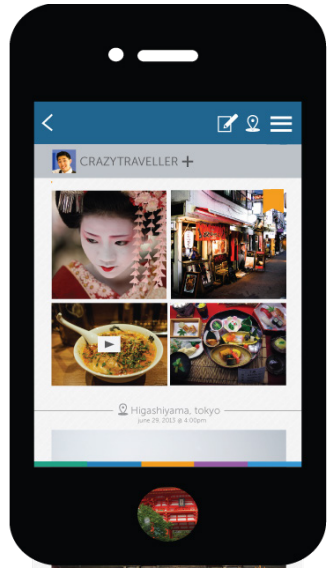

explore
Gion - Kyoto, Japan
#tokyotradition
HI
HI


post
Gion - Kyoto, Japan
#taghere
"nteger vel lorem nec leo hendrerit dapibus et gravida metus. Vestibulum ornare imperdiet."
- MATTHEWTRAVELS -


Gion - Kyoto, Japan
#taghere
"nteger vel lorem nec leo hendrerit dapibus et gravida metus. Vestibulum ornare imperdiet."
- CRAZYTRAVELLER -


My trails
Following
Explore
Settings


MATTHEWTRAVELS
Kawaramachi, tokyo


CRAZYTRAVELLER
Higashiyama, tokyo

swish
Gion - Kyoto, Japan
Kawaramachi, tokyo
scenic
artisan
food
adventure
cultural

End

SWISH

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