travel with a ***game*** plan.

meet the **team**.

lisa l

catherine j

johnson s

caroline g

problem

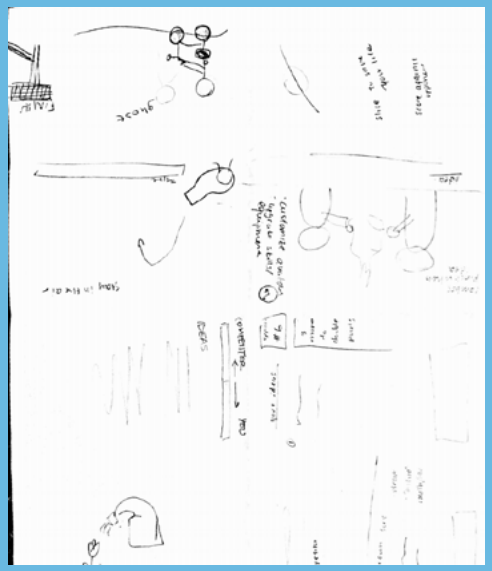
people aren’t confident in their plans without the input of others, who are generally unmotivated to respond.

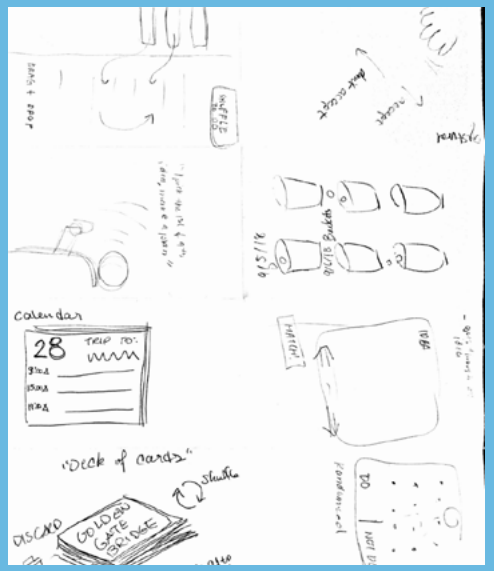
solution

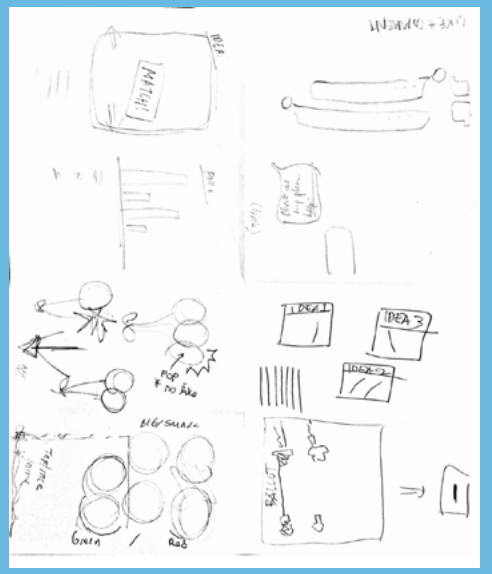
our solution is to gamify the planning process with family and friends, allowing it to be easier, more efficient, and more enjoyable for all.

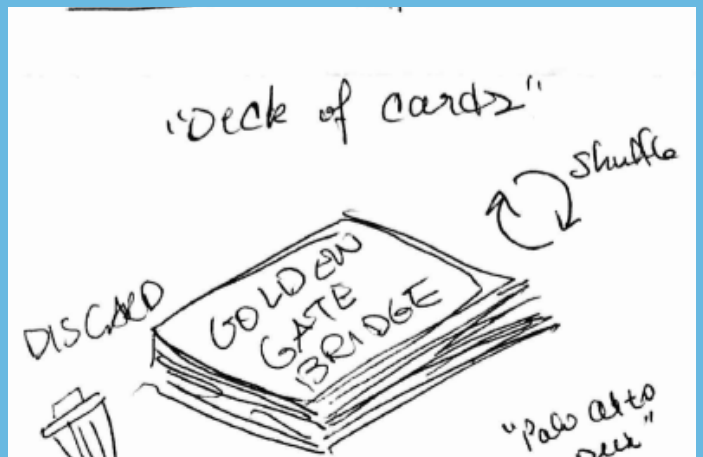
concept sketches

brainstorm | crazy 8's



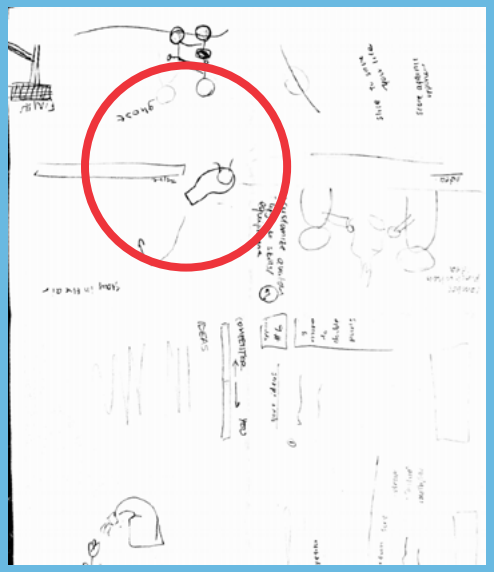


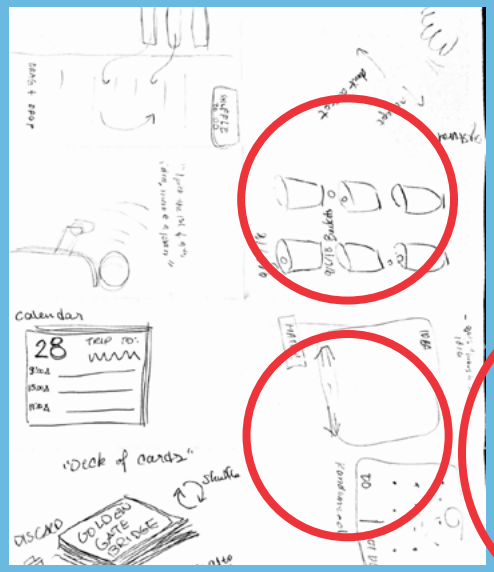


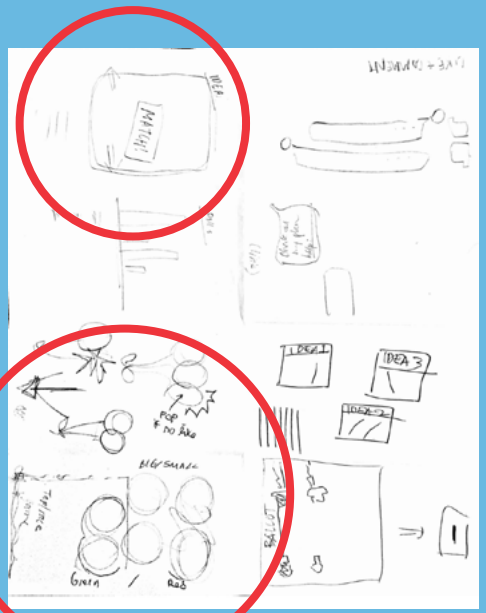


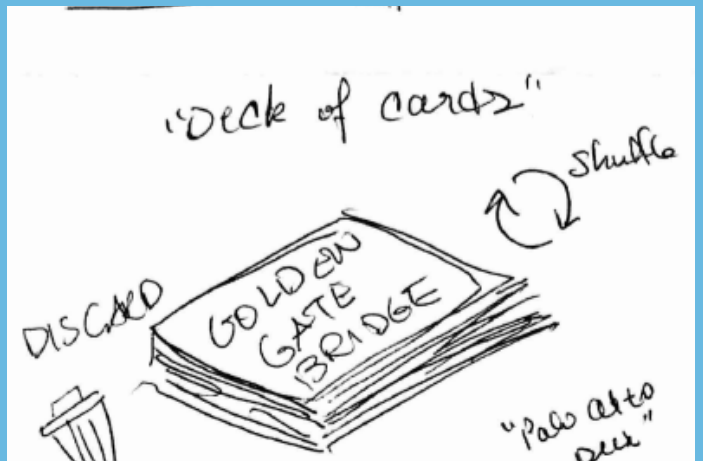
concept sketches

brainstorm | crazy 8's





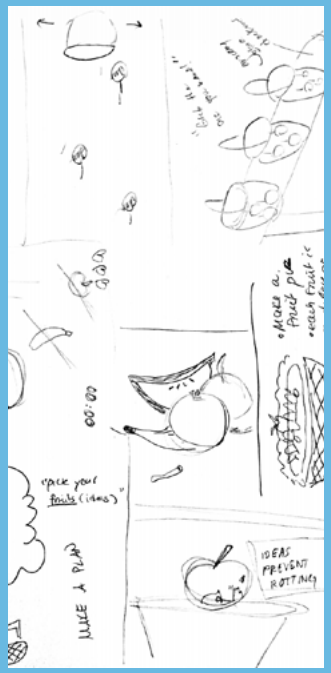




concept sketches

5 design ideas

balloons



fruit ninja

cannons

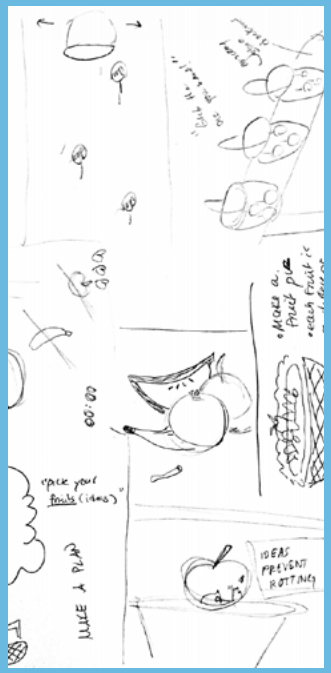
tinder

tap tap

concept sketches

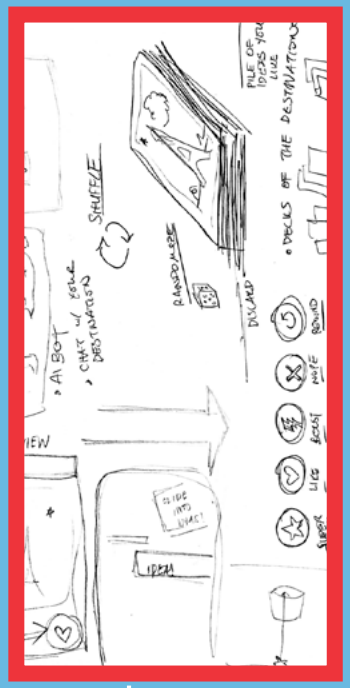
5 design ideas

balloons



fruit ninja

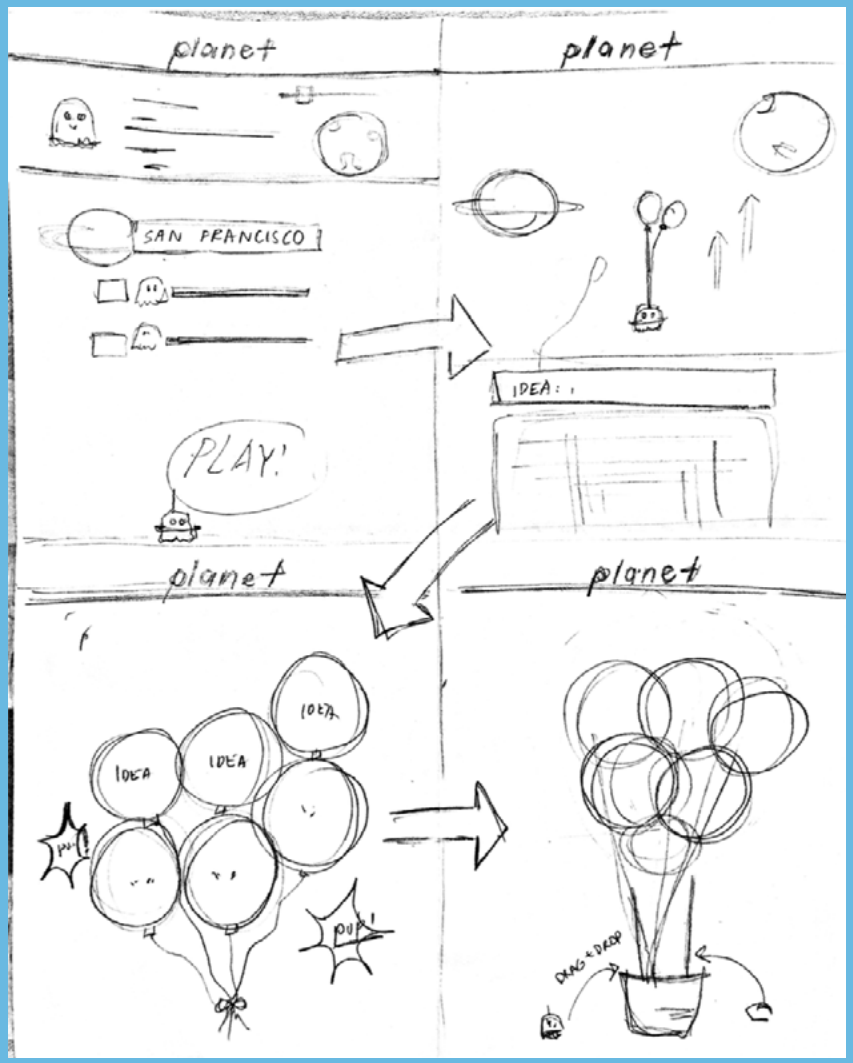
cannons



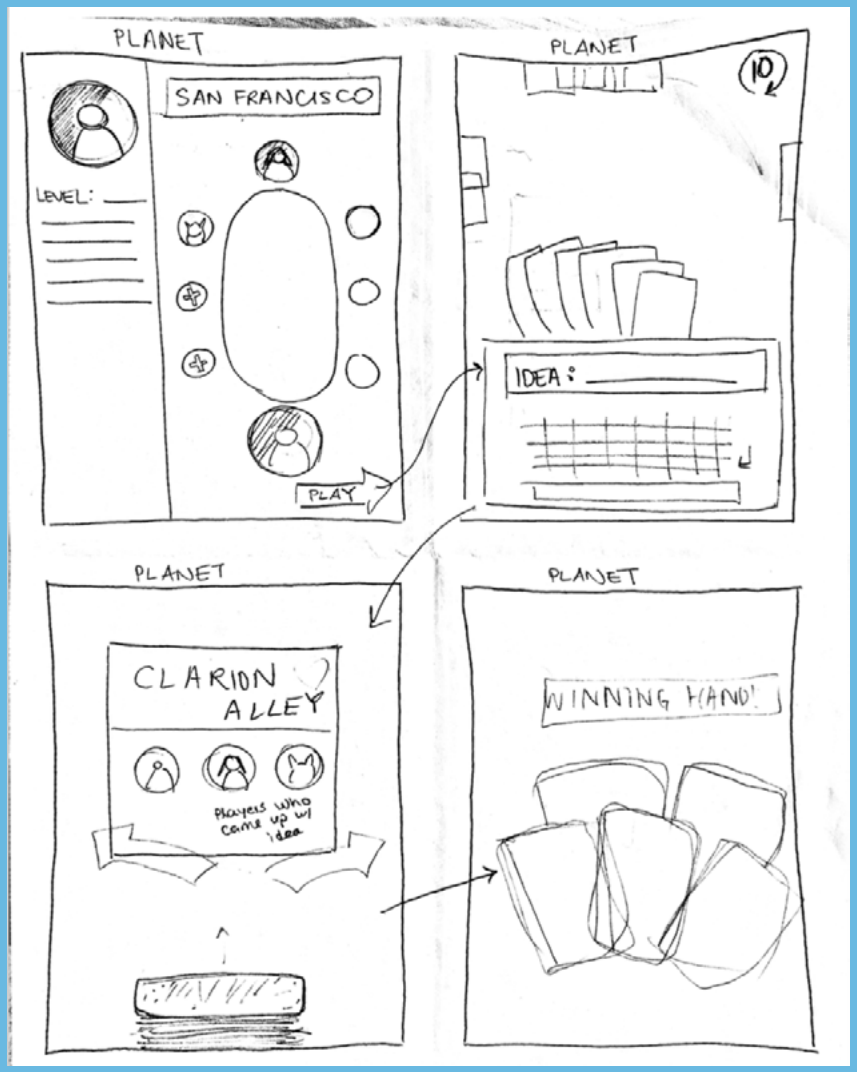
tinder

tap tap

UI sketches

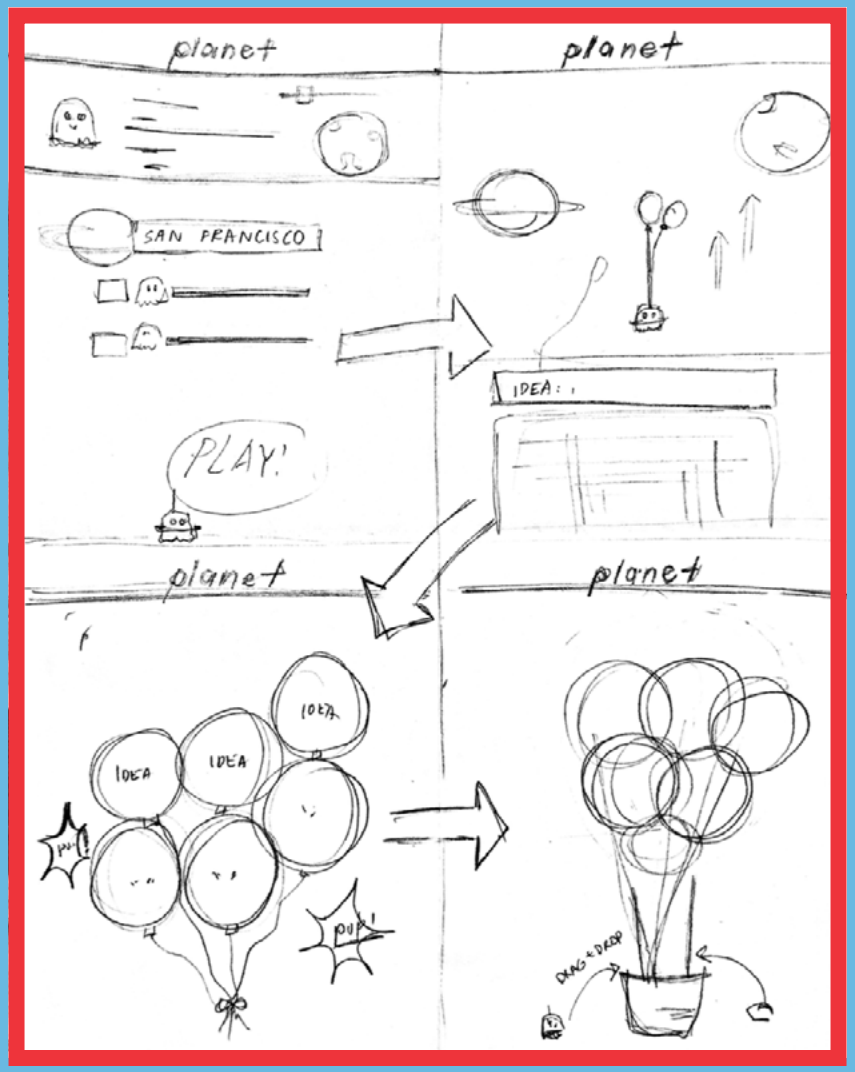


balloons

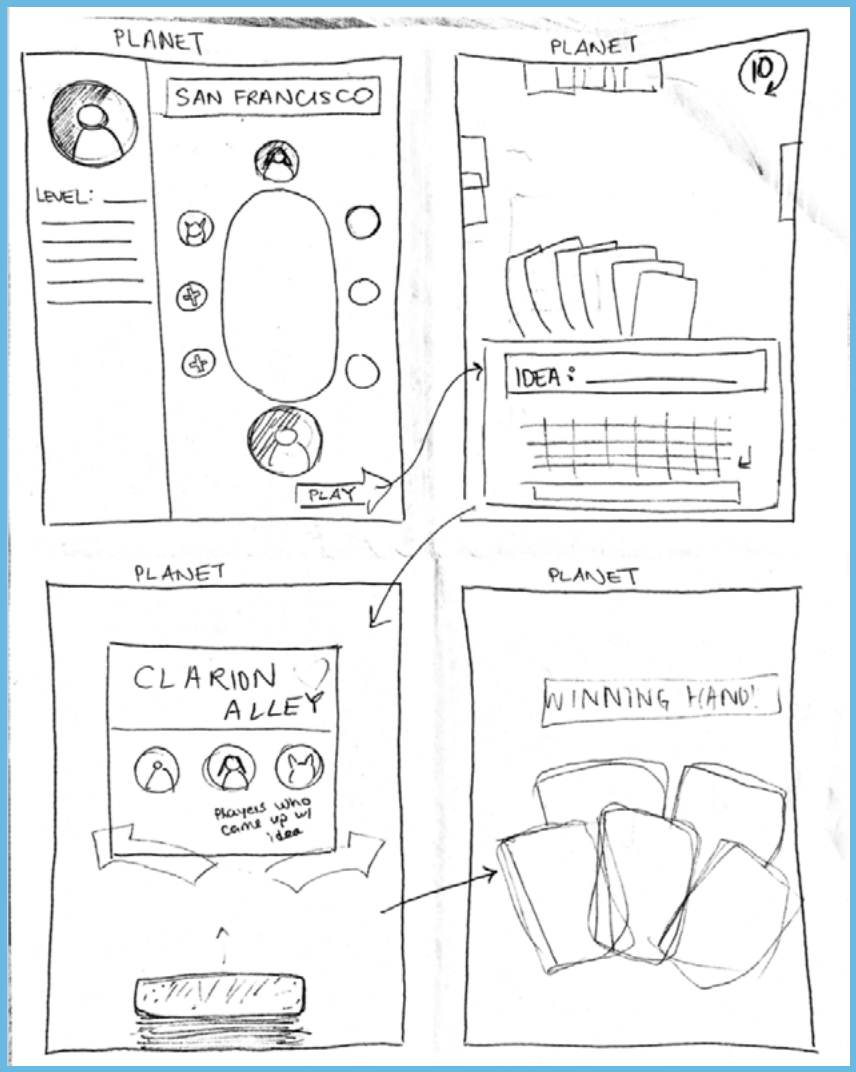


tinder

UI sketches

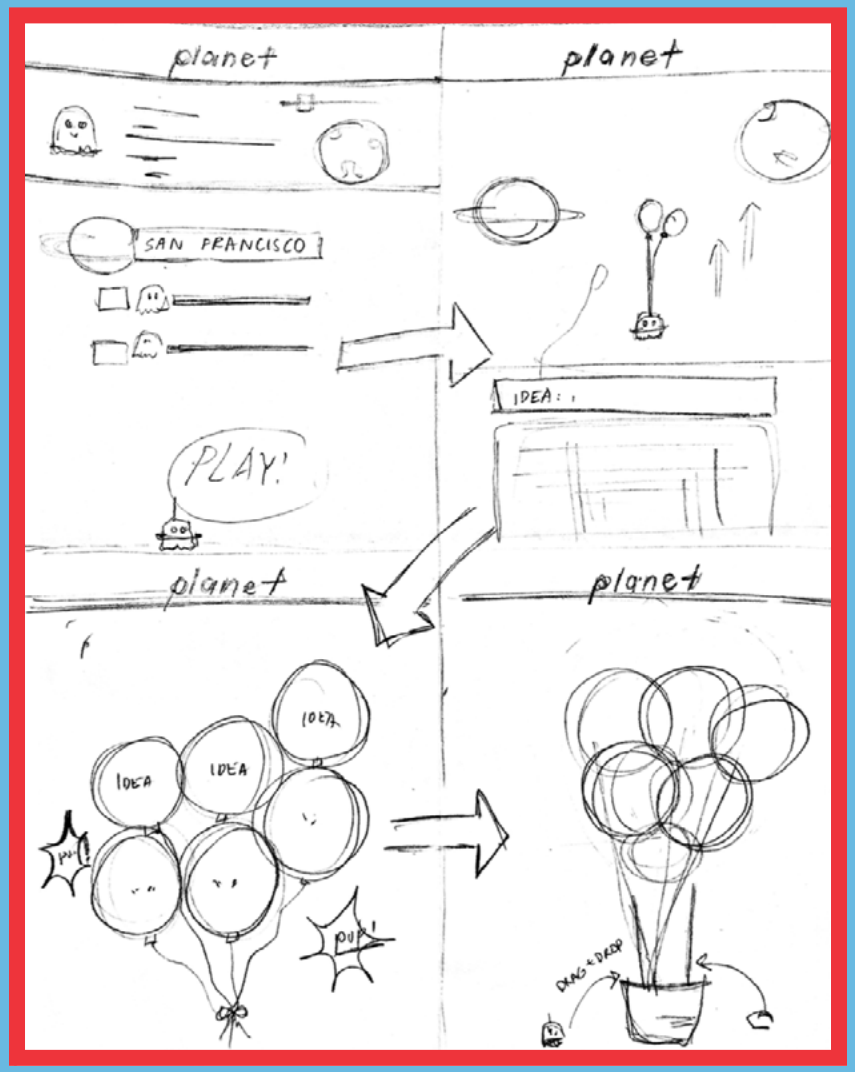


balloons



tinder

design selection



balloons

pros

effective **synchronization**

simpler verification

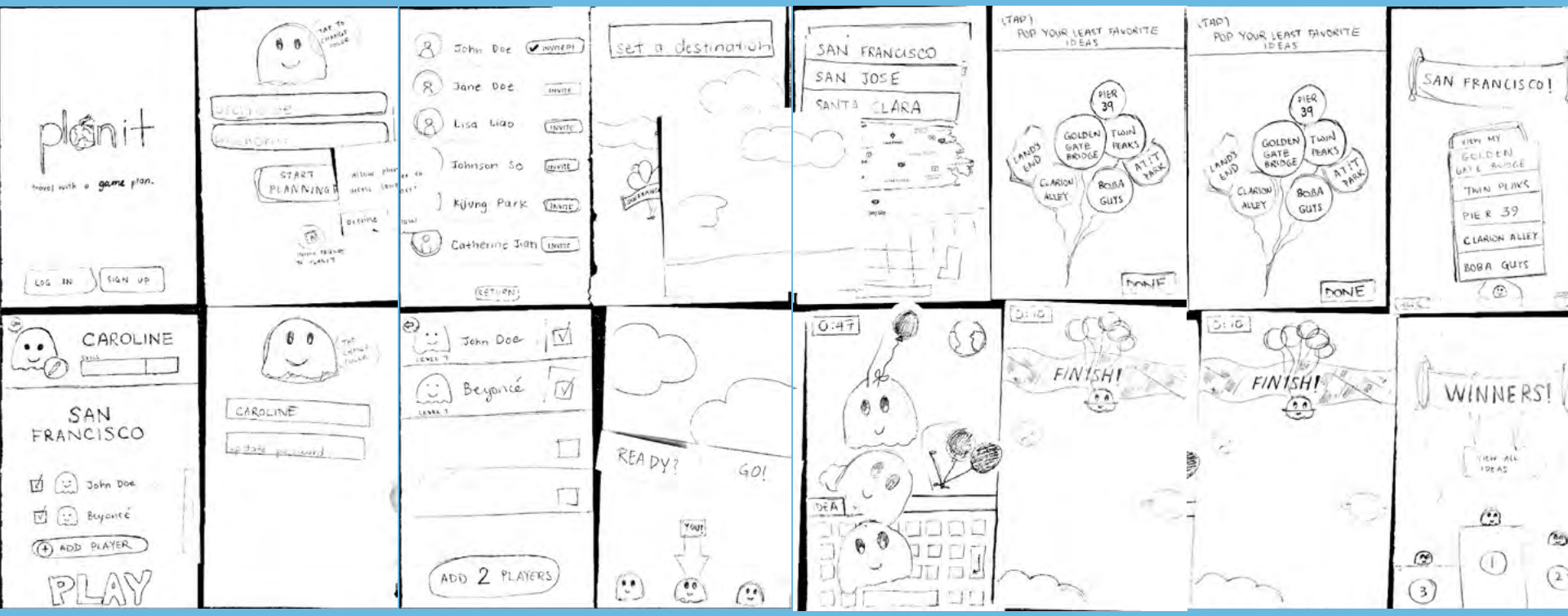
consistent theme reflecting travel and exploration

cons

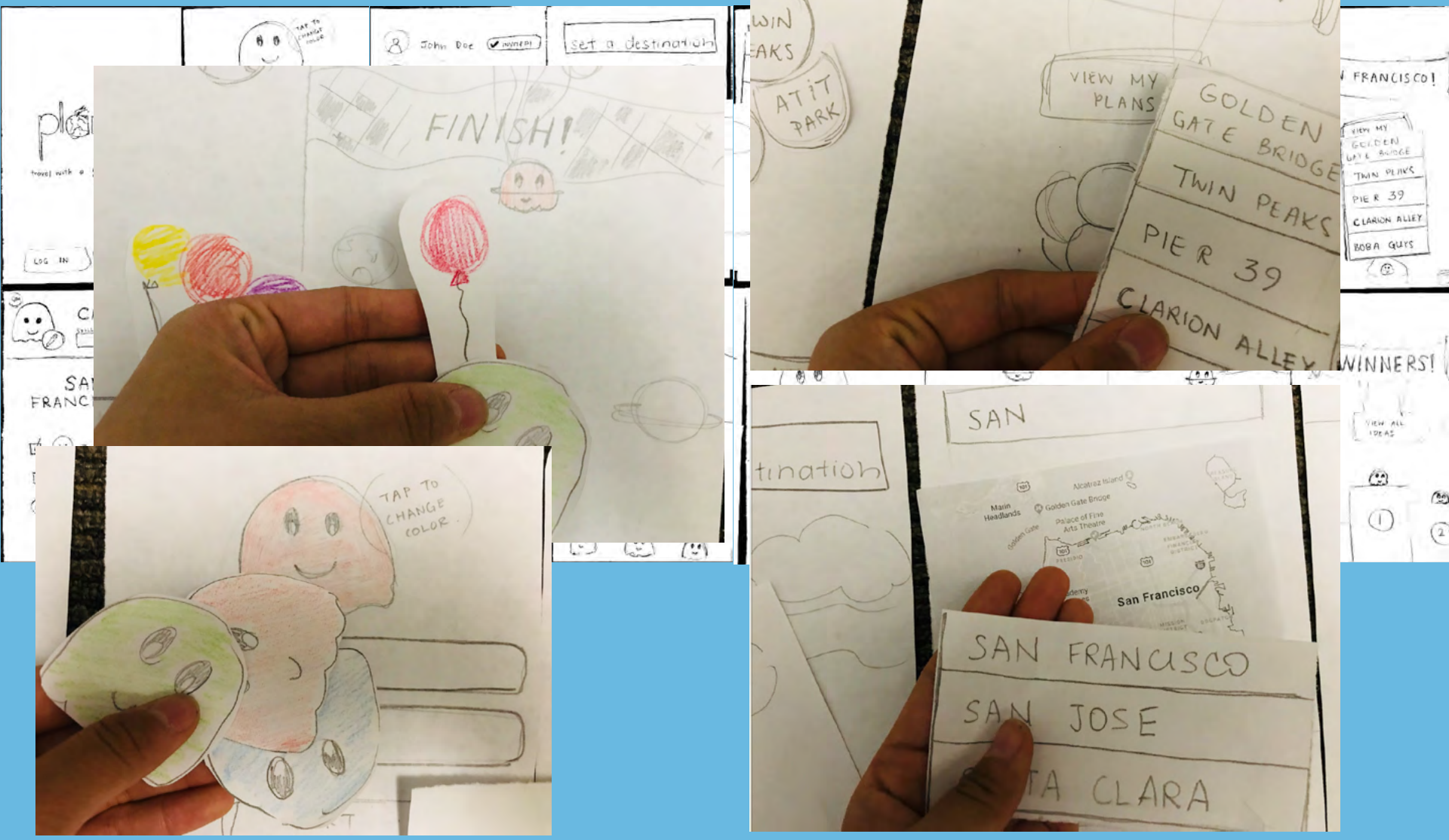
keyboard input & accessibility

real-time interaction

lo-fi prototype

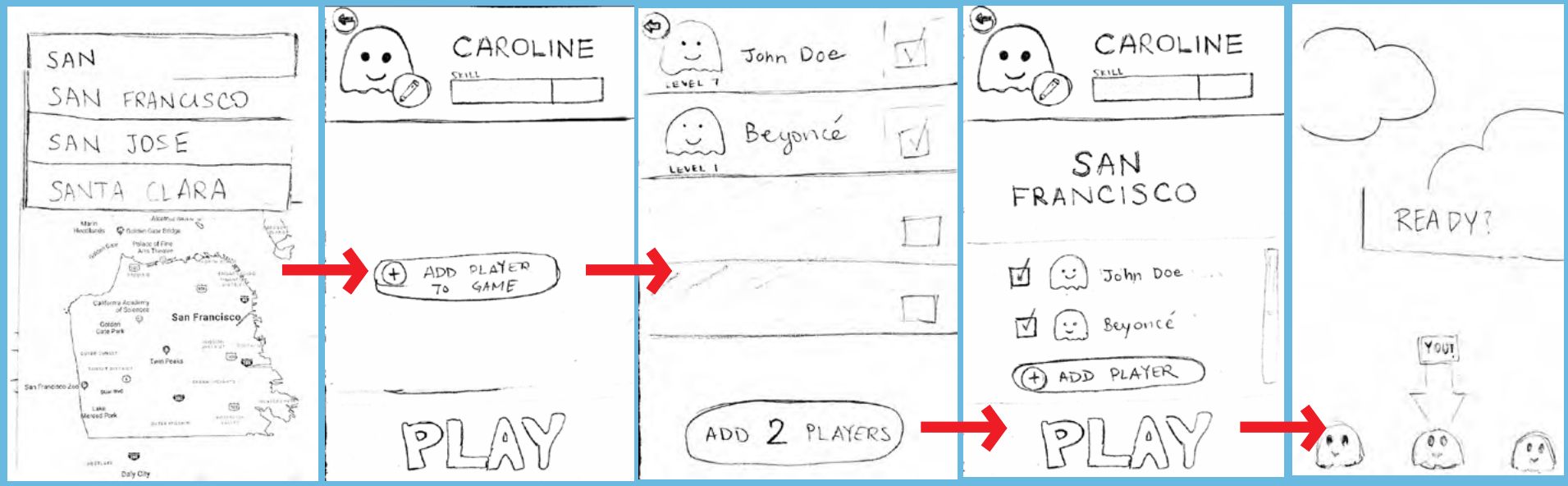


lo-fi prototype



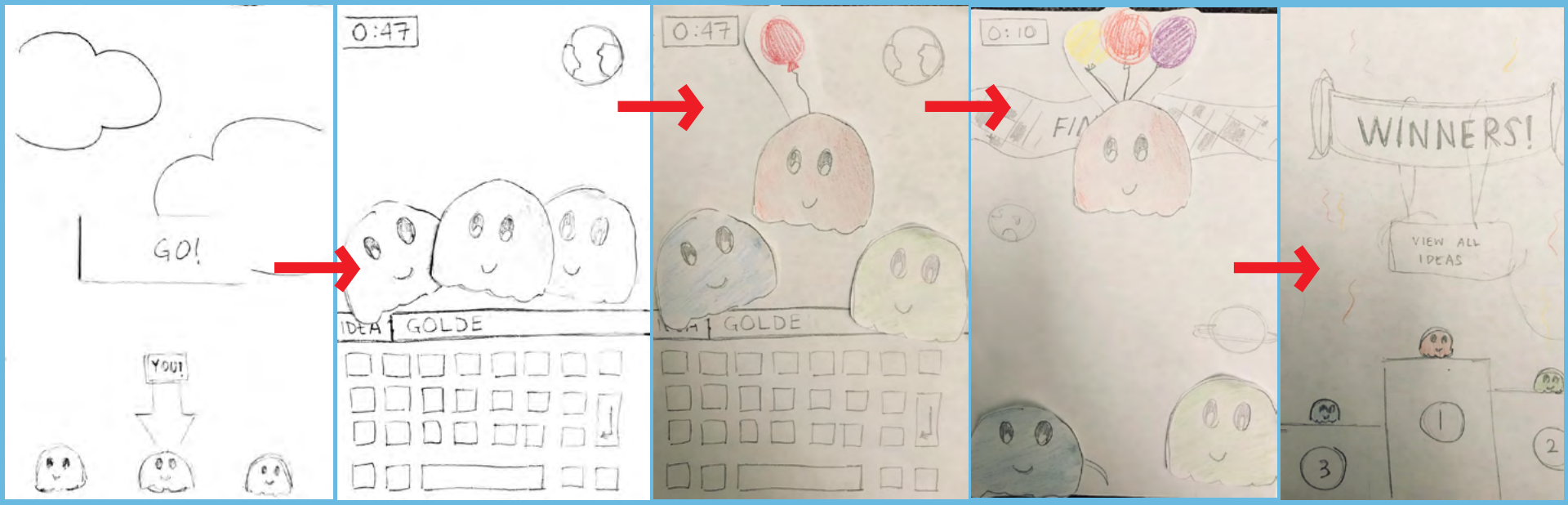
task storyboards

[1] invite friends to play the game.



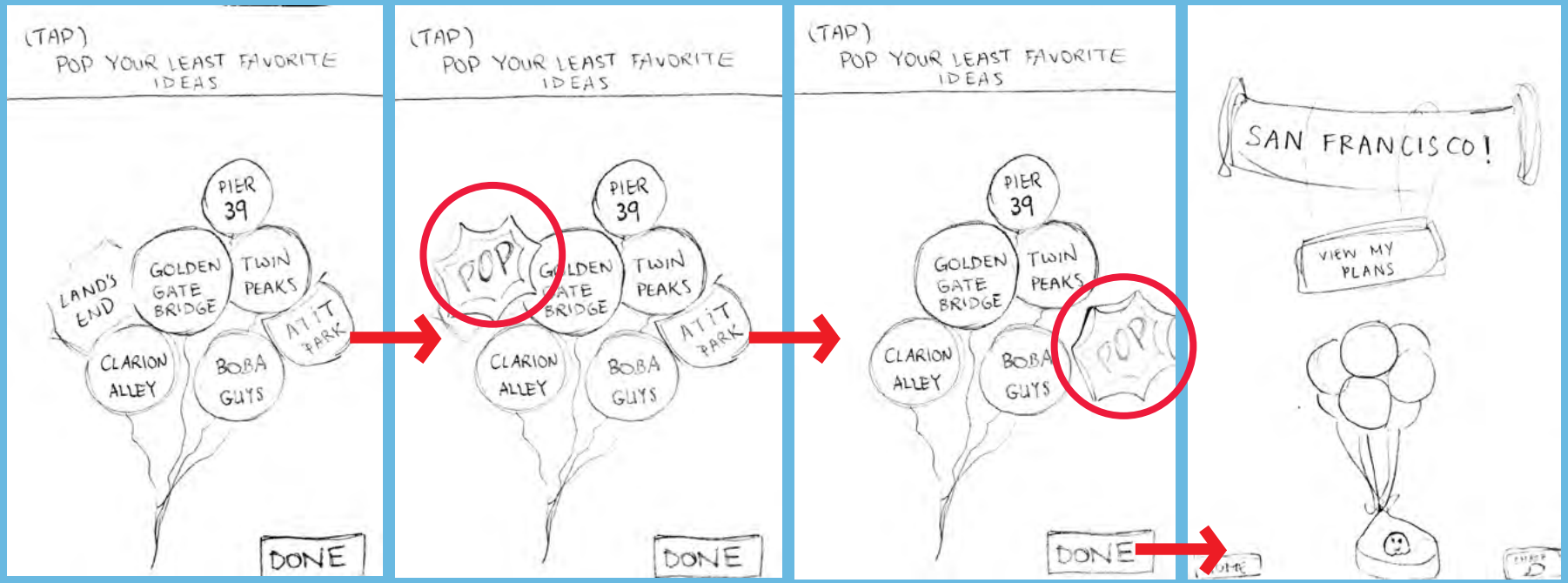
task storyboards

[2] generate ideas for your friend



task storyboards

[3] choose the best ideas



task storyboards

[4] send trip ideas to friends

lo-fi prototype

3 participants | international | stanford bookstore

lo-fi prototype

2 user perspectives

[user 1 scenario]

Imagine you are traveling to San Francisco for the first time. **You want ideas** of what to do there. You use planit to find ideas.

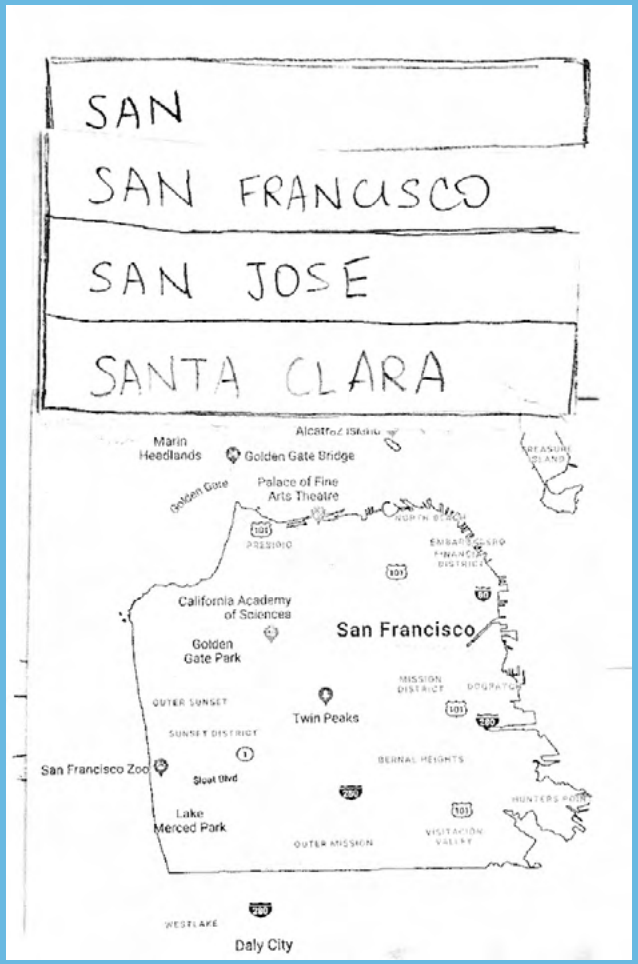
[user 2 scenario]

Your friend invited you to play planit because **your friend needs help coming up with ideas** of what to do in San Francisco.

participant 1

participant 1

incident



Tried to zoom

Asked if map could give you ideas of places to go

participant 1

incident

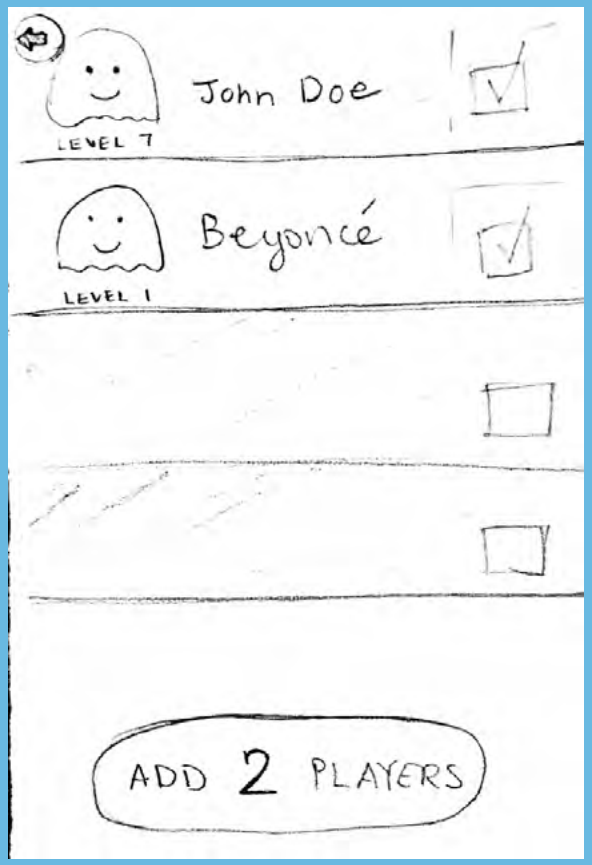
Tapped idea

What activities could be done within the idea?

participant 2

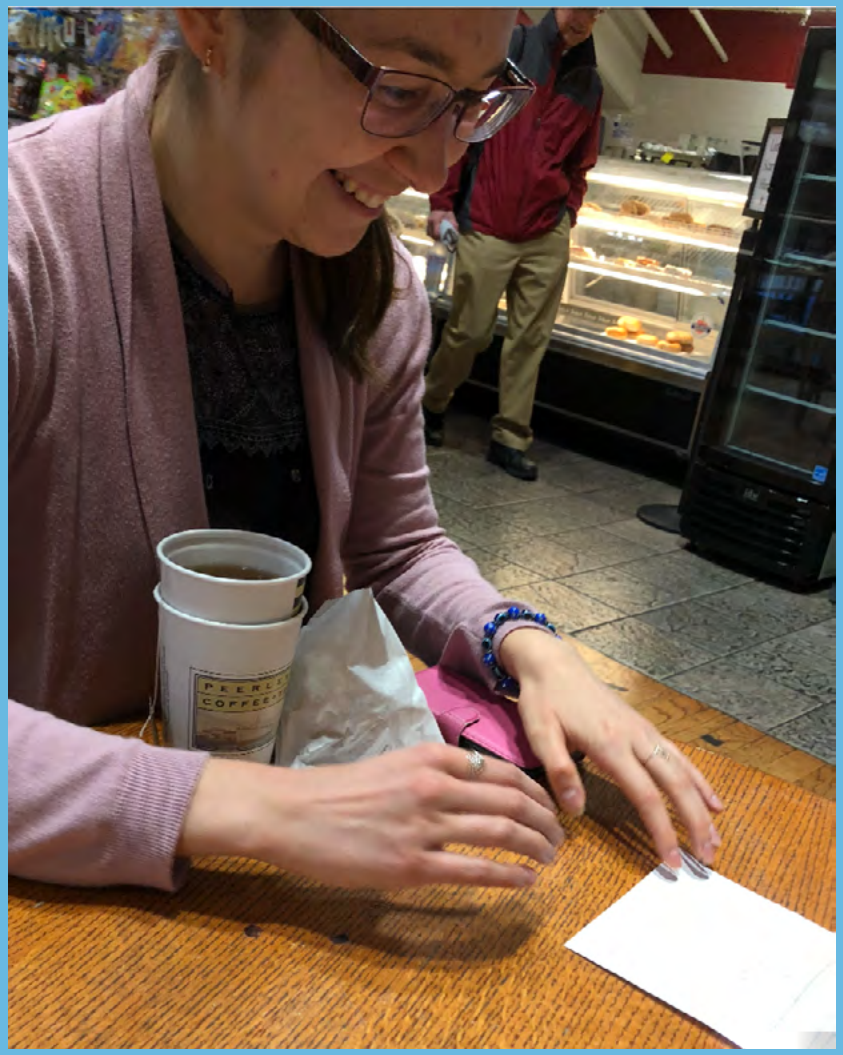
participant 2

incident



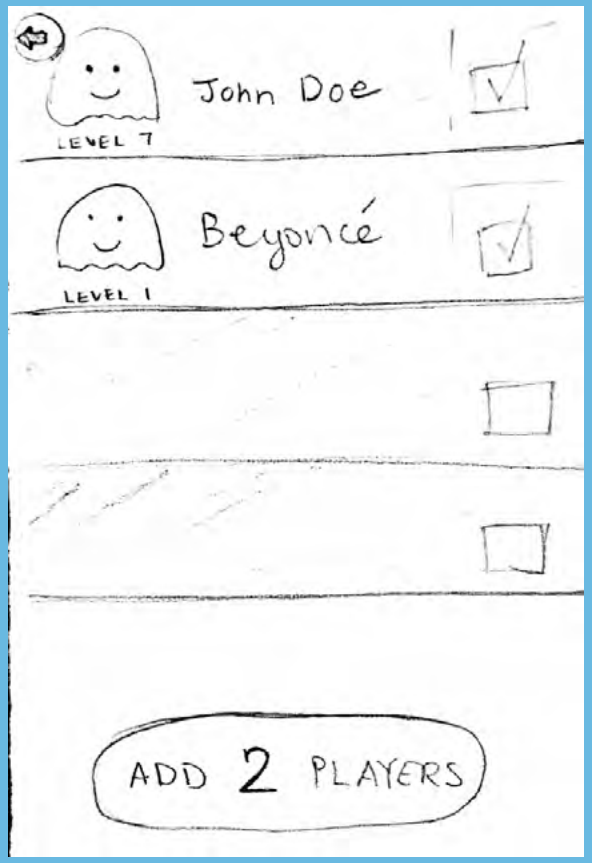
"Invite all" button

participant 3



participant 3

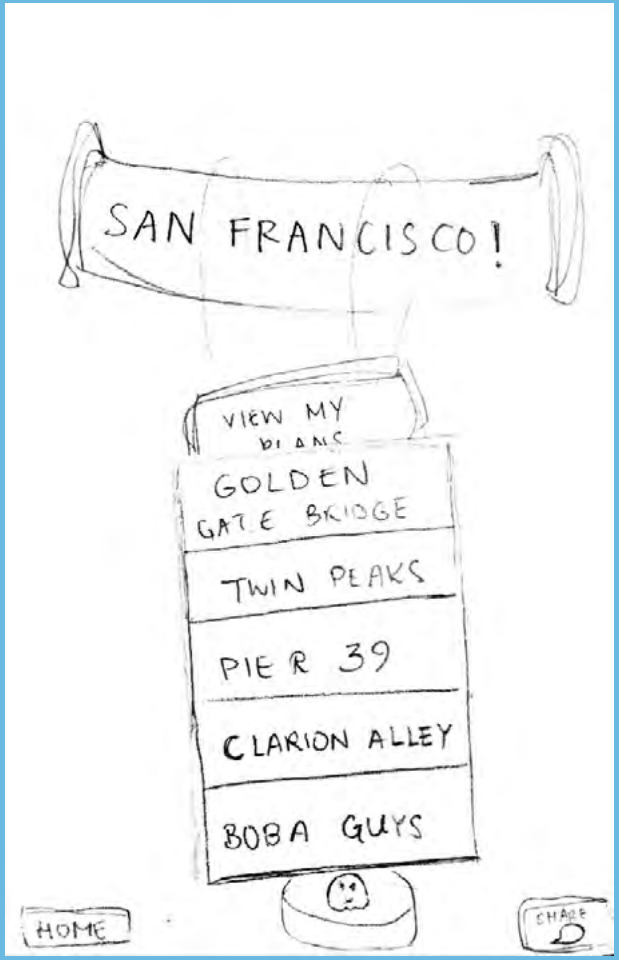
incident



Invite strangers

participant 3

incident



View photos

results

areas of improvement:

- map
- details of activities
- invite all
- invite strangers
- view photos

UI changes

[task 1]

invite all

invite strangers active online

[task 4]

hyperlinks

summary

participants were **pleased and excited** by the balloon game

participants successfully **completed all 3 tasks**

areas of **confusion**

fixable with **UI**