POVs and Experience Prototypes

Meet the Team

Caroline G   **Catherine J**   **Lisa L**   **Johnson S**

Problem Domain

Our problem domain within the **travel studio** theme is **planning for leisure travel**.

From our initial needfinding in the field, we were surprised to discover conflicts that travelers often had when planning for their destination trips. We sought to examine these tensions more closely this week with additional needfinding and unpacking.

Initial POV

We met Christine Bowlus, a 25-year old cross-country coach who finds trip planning frustrating and stressful. **We were amazed to realize** that she seemed more excited to plan when she came across unknown places in her planning. **It would be game-changing to** make planning more enjoyable by making it seem like exploring the unknown.

Additional Results

To further test our POV, we went back into the field. This time around, we met

Jason H   **Joy H**   **Rabecca C**   **Grant Z**

Jason H
Financial Planner

Jason is the main travel planner for his family – not because he likes it, but because he thinks it's necessary. He doesn't want to feel "clueless" and **plans multiples options for each slot of time to allow for security and flexibility depending on what his kids want to do**.

"I plan more than what we do."

He tends to orients his family's plans around food and meals. When talking about his past travel experiences, he seemed to be the most excited when talking about the "hidden secrets."

Jason confirmed our insights that travelers care about the experiences of their companions.

Joy H
Financial Controller

Joy is a financial planner whose work responsibilities extend across her life. She sees herself as **a "conservative" planner, because it gives her a sense of security**.

"I don't take stress very well."

As a result, she's never taken spontaneous trips. "It's like a gamble." Similar to Jason, Joy always thinks of her kids when planning for a trip. She says that most of her plans happen exactly how she plans, but **she does skip plans if they're too similar to something she's already done before.**

From Joy's story, we realized that people don't enjoy when their plans are too similar to something they've done before.

EXTREME USER

Rabecca C
Model

Rabecca is a model who frequently travels spontaneously – that is, most of her trips are "impulsive," which is surprising given how structured her work as a model is. She only plans to the extent she needs to, primarily to account for budget.

Otherwise, **she "wings it."**

Her inspiration derives from Pinterest boards and places that haven't been touched by other people. For her, visiting these **"places that are less popular is a form of discovery in and of itself."**

Rabecca revealed to us that a particularly important factor in planning for travel is budget. Her story confirmed the need for a way to prioritize different things on trips.

EXTREME USER

Grant Z
Visitors Relations Coordinator

Grant is the Visitors Relations Coordinator at the Stanford Visitor Center, whose **travel plans got ruined four days before he and his fiancee were to travel to Seattle for their honeymoon**. Their original Airbnb host cancelled, forcing them to, in a mere two days, create completely new plans for a honeymoon in Central California.

What proved to be extremely helpful during this stressful period were **his friends and family, who made the planning process much faster and manageable with their valuable input.**

We learned from Grant that friends and family make a notable contribution to travel planning, allowing it to be easier, more efficient, and more enjoyable.

EXTREME USER

Jason H
Financial Planner

We met Jason, a 51-year-old financial planner who doesn't like planning but thinks it's necessary.
We were amazed to realize he plans multiple options for each time slot because he is insecure about all of them panning out.
It would be game-changing to allow people to feel confident in their plans without having them spend unnecessary effort to plan/worry about extra options.

HOW MIGHT WE...

Provide an outlet for this family to condense input into the plans?

Encourage them to narrow ideas down before the trip itself?

Find a way for him to feel that planning isn't necessary/ only plan one thing?

Find a way to instill confidence in travel plans?

Find way for him to care less?

To make his family reassure him that they will like the plans?

Offer extra options without any work?

Force him to stick with his original plan no matter what?

Find a way for him to hand over control?

Trust others to delight him and his family beyond their own planning?

Joy H
Financial Controller

We met Joy, 60-year-old financial controller who strictly follows her plans most of the time.
We were amazed to realize that the only time she ever skips planned activities is when they are too similar to something she has already experienced.
It would be game-changing to have an easy way to compare place characteristics.

HOW MIGHT WE...

Explore unsimilar territory?

Keep track of what's been experienced before in the past (before this trip)?

Know what's tourist-y and what isn't?

Know ahead of time what an experience will really be like?

Get accurate judgement about a place that fits the opinions?

Get and compare friends' opinions of places?

Reveal the unknown places to people the inspiring manner?

Skip travel plans/experiences entirely?

Revert to a completely different plan suddenly?

Quickly make judgements without having to go to the place?

Grant Z
**Visitors Relations
Coordinator**

We met Grant, whose honeymoon plans were ruined 4 days before he and his fiancée were to travel to Seattle, their destination.
We were amazed to realize that he was still able to plan a successful honeymoon in two days due to the help of his friends and family.
It would be game-changing to leverage help from others to make planning go faster.

HOW MIGHT WE...

Make foolproof travel plans?

Have a honeymoon without the extravagant trip?

Experience a honeymoon trip without having to plan it?

Get one's family & friends to help with the planning?

Get one's family & friends to do the planning entirely?

Get travel experts & local natives to help with planning?

Get travel experts & local natives to do the planning entirely?

Gamify the process of asking for friends/family input?

Help people who need to make a plan in a short amount of time?

Ensure that plans that are made in a short amount of time are successful?

Top 3 Solutions

HOW MIGHT WE... find a way to instill confidence in travel plans?

SOLUTION: "Like" and review for plans

HOW MIGHT WE... reveal the unknown places to people the inspiring manner?

SOLUTION: Media trial run through of travel plan

HOW MIGHT WE... gamify the process of asking for friends/family input?

SOLUTION: Upvote/downvote family-feud style competition for most
   valuable input

Prototype 1: *"Say that you love me"*

Our assumption was that...
People feel more confident when their ideas are
validated by likes and comments.

Our prototype consisted of...
- A large piece of paper with vacant slots
  as travel plan framework
- Slips of paper to represent potential options
- Cut-outs of thumbs up/thumbs for likes/dislikes
- Positive and negative comments about
  the prospective plan
- A confidence scale (from not confident at all to
  very confident) with number
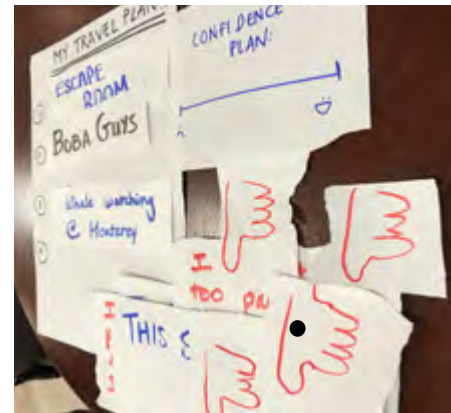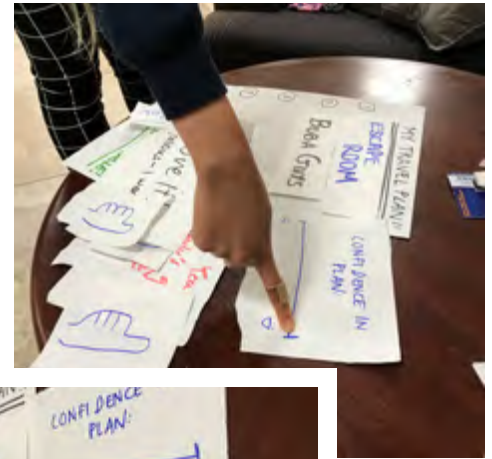
To test our prototype we...
- Asked our experimentee to craft a travel plan by selecting and placing desired
  options in slots
- Had our experimentee indicate her confidence by pointing on the confidence
  scale and rating their confidence on a scale of 1 to 10
- Gave a series of negative comments and dislikes to the proposed plan
- Repeated the confidence test
- Allowed the experimentee to revise her original plan based on the feedback
- Gave a series of positive comments and likes
- Prompted a final test for confidence

We found that...
People have a confidence level of 6 in their plans pre-feedback phase, a higher level than
we ancitipated. When given negative comments and dislikes, their confident dropped to
a 0. However, after they rearranged the plans according to the feedback and receiving
positive comments and likes afterwards, their confidence level shot above a 10. **Our
assumption was valid** because it was clear that people became more confident when
their plans were affirmed by likes and comments from others.
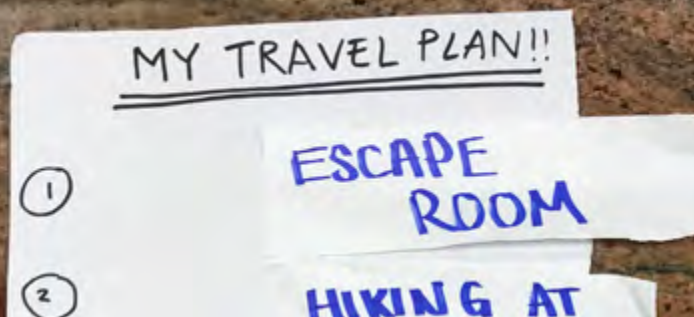
Prototype 2: *"Watch where you're going!!"*

Our assumption was that...
People get inspired to visit a certain destination by viewing different forms of media including photos and videos.

Our prototype consisted of...
- A selection of photos of interesting destinations
- An assessment of how likely the experimentee was to travel to Otalni (with choices ranging from not very likely to very likely)
- Otalni was a deliberately made up name in order to maintain neutrality and to simulate real conditions under which the location of interest was obscure or unknown
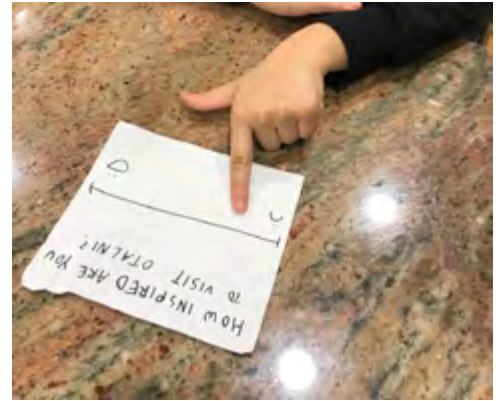
To test our prototype we...
- Questioned the experimentee about how likely they were to visit Otalni
- Had our experimentee indicate her answer on the provided scale
- Showed the pictures of the intriguing destinations
- Measured the experimentee's likelihood of going to Otalni for a final time

We found that...
Seeing the photo increased the experimentee's likelihood of wanting to go to the unknown place. It was clear that the experimentee was receptive to media inspiration. However, what "didn't work" was that the experimentee was relatively unengaged. **Our assumption was valid**, because seeing an actual photo of the place upped their likelihood of wanting to go there.
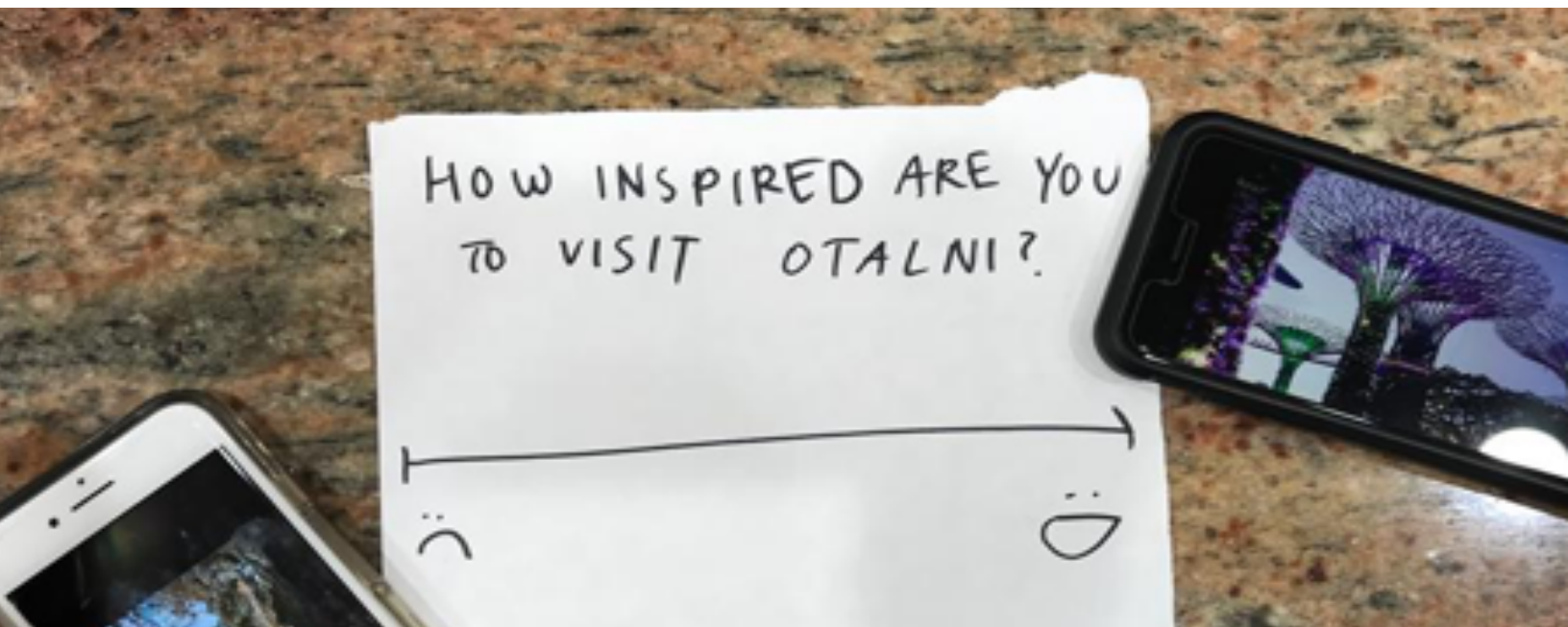
Prototype 3: *"Family-Feud"*

Our assumption was that...
People are more willing to give their input when they're competing on a team.

Our prototype consisted of...

- Two blank sheets of paper (one for each team of two) to complete the task
- A non-disclosed prize
- A judge who determined the winner of the task

To test our prototype we...

- Found two experimentees who would make up one team to compete against two of our own team members on the task
- Made sure that they were friends to best simulate the target situation and also guarantee a certain degree of dedication to winning
- Introduced the idea that there would be a prize for the winning team
- Set a timer for 1 minute and asking the teams to work together to: "Write down as many cool things to do in San Francisco as you can"
- Decided the winning team and gave them the prize (a freshly baked chocolate-chip cookie)

We found that...
Having a family-feud style of competition increased the rate of ideas. It also increased each teams' engagement, participation, and energy. What "didn't work" was that good teamwork was necessary for each team's success.
Our assumption was valid, as competing family-feud on a specific task increased engagement, participation, and energy from both teams.
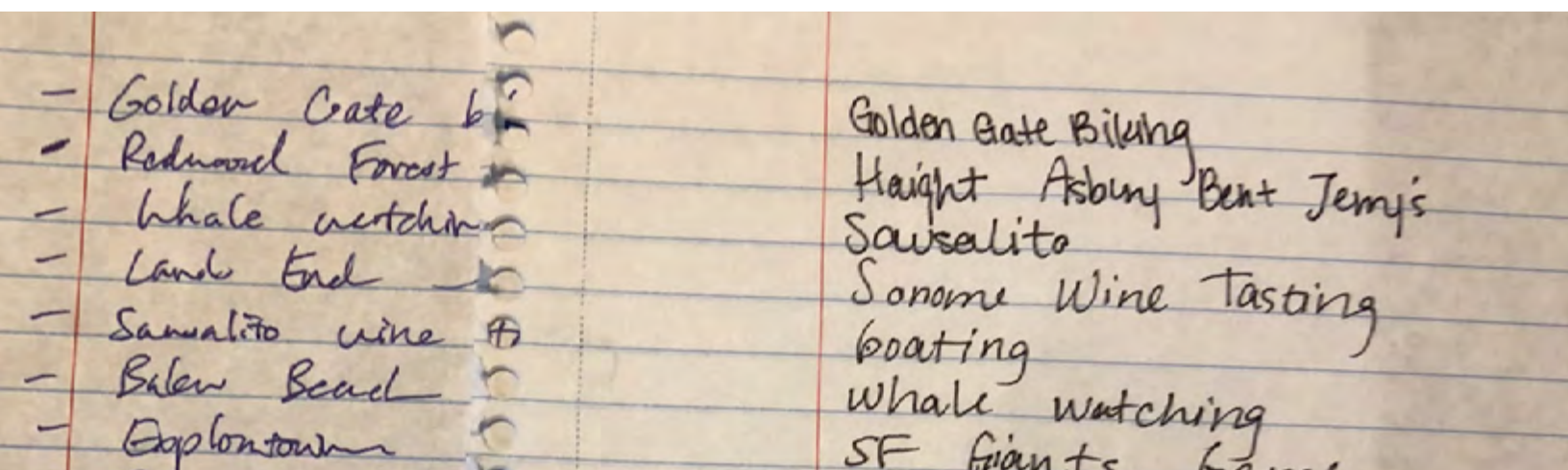
Next Steps

The most successful prototype in achieving a desired solution was **Prototype 3: "Family-Feud."** It would be best to take this prototype and move forward for the project, not only because it was the most successful, but because it was more unique when contextualized within current existing platforms for travel planning, and provides an exciting opportunity to expand upon.