

Which of the design briefs does your observation fall under: Change, Glance, or Time?  
Explain what activity you observed and how it relates to the brief.

My choice of brief for this assignment is **Glance**.

As from my personal experience of extensive global travelling, I thought of focusing on the experience of travelers while packing their baggage before they embark on their journey. This specific leg of the experience is both mentally and physically exhausting for the travelers. As I didn't encounter any specific digital medium to facilitate, enhance and improve this baggage packing experience so this seemed to be an ideal candidate for the Need-finding exercise wherein I would like to create a dashboard-based baggage packing experience catering to the specific user needs.

In order to develop a list of user requirements around baggage packing experience, I observed three users performing the specific task of packing their baggage (including weighing and measuring) that were about to travel in coming days. Observing them provided very useful insights that helped me to come up with a set of goals that will drive the creation of my dashboard application.

Describe how three people performed an activity related to the brief you chose. In particular, you should focus on a particularly interesting moment/breakdown/workaround from the observation. Upload a photograph or sketch of each person performing the described activity, with a short caption.

I observed three people performing the baggage packing activity. Accordingly, I created three personas that relate to the users and the attached document captures them performing the activities.

Three tasks that were given to them and observed were:

- [1] Identifying the (prohibited) items in hand and checked baggage as per the regulations
- [2] Weighing the baggage as per the airlines policies
- [3] Measuring the baggage as per the airlines policies

Photographs of persons performing the baggage packing experience along with interesting notes/observations are uploaded @ [Assignment 1 Images](#)

Write a list of needs/goals/tasks inspired by what you observed (at least 15). If you brainstormed with others, please include their names in your submission

My observations and research around need finding suggested the following “Needs/Goals” for my dashboard users. One of the primary challenge with baggage packing experience is that the air travel regulations and baggage allowances keep changing constantly. So every time someone travels (even if he/she is a frequent flyer), they need to check/enquire with the airlines and also the recent regulations of the destination country.

- 1) Each participant wanted to know the **number** of allowed hand and checked baggage as per the airlines by which they are traveling.
- 2) Divya wanted to know **additional items** that can be carried along with the hand baggage (Example: Laptop, Purse, Camera case)
- 3) Each participant wanted to know the **allowed weight** of the hand and checked baggage as per the airlines by which they are traveling in the unit of scale that they understand (Example: Pounds or Kilograms).
- 4) Each participant needed an easy and simple **way to weigh** the hand and checked baggage,
- 5) Each participant wanted to know the **allowed size** of the hand and checked baggage as per the airlines by which they are traveling in the unit of scale that they understand (Example: Centimeter or Inches)
- 6) Each participant needed an easy and simple **way to measure the size** of the hand and checked baggage,
- 7) Each participant wanted to know the **list of prohibited items** in the hand and checked baggage as per their destination country/airport security requirements. Pankaj wanted to know the allowed items or **exceptions** for his infant daughter.
- 8) Pankaj wanted to know if **infant allowance** is available on the airline by which he is traveling with his family and infant daughter.
- 9) Pankaj also wanted to know if **frequent flyer** membership will allow additional baggage benefits.
- 10) Each participant wanted to know the **charges for the excess** baggage they will be carrying.
- 11) Divya wanted to know **the First/Business class** additional baggage benefits.
- 12) Each participant wanted to know the procedure/instructions/guidelines around **carrying basic first-aid kit** and any **prescription medicines** that they require.
- 13) Akhil wanted to know the restrictions and prohibited items at the Hongkong airport as he is traveling by Cathay Pacific airlines and has a **stopover** in Hongkong for traveling to Australia.
- 14) Each participant wanted to have the **weather information** handy while packing their baggage. (Example: If it will rain the day they land in their destination country so that they can carry an umbrella/raincoat and that too in their hand luggage).
- 15) Akhil wanted to know which type of **travel adapters and travel converters** he needs to carry to Australia for his electronics.
- 16) While observing the participants, one thing that clearly stood out was that the participants required additional support to do the packing as it is an **overwhelming experience** (both

mentally and physically) for most of them. Their untold need seems to be a way to assist packing that is fun/relaxing and can be done single-handedly.

- 17) Participants were moving items around – from one bag to another to overcome the constraints of size and weight. Seems there is an opportunity to provide them with a way that facilitates/helps in **organizing and assembling** the items.

To summarize, participants needed a mechanism that provides them an easy way to know and/or measure additional baggage, overweight baggage, oversized baggage and prohibited items and interestingly ***“accordingly assist and aid them in packing their baggage within the above mentioned constraints”***.