

Human Centred Design Report

Our point of entry was travelling. We realised there were many stressful components to this activity and we could solve one of them. We surveyed people on campus about their pet peeves when travelling (Figure 2). Quite a few joked about the foreign money that is busy gathering dust on shelves at home. Others ranted about the lack of exchangers and the stress of being penniless in foreign environments, or feeling “screwed” by Money Exchange services in airports. Hence, the idea of a service that links people about to leave for a foreign location, with those coming back to trade currencies. People outgoing feel reassured to have some local cash on arrival, while people coming don’t have to keep useless change.

Before going further in our analysis, we needed to know who our app was going to target and therefore created a persona. Meet Valerie, our persona (Figure 4). We followed with mood-o-grams for Valeries leaving, and coming home (Figure 6, Figure 7), to identify key moments of uncertainty for travellers that could be avoided with our app.

We defined our problem statement: our service, baptised ChangeXChange, is designed to reassure travellers about arriving in a foreign location cashless. Current solutions are not meeting this because travellers either don’t have the option to change money, or feel cheated by the Money Exchange fees. Then, we applied this to our persona: As a person that often travels, I want to arrive with local currency so I don’t feel helpless, I also want to stop amassing bits of metal. We created mock-ups (Figure 1) and presented this idea for the first pitch.

In our first iteration, we interviewed potential users that matched our persona to get feedback (Figure 5). We received positive responses to the idea but a few flaws became apparent. Firstly, a security issue was flagged. People would have to meet strangers and bring cash with them. This was a deterrent for a few people. Others simply didn’t think it worth their time; nobody wants to take the tube for pocket change if they can avoid it.

A major pivot was then offered by one of our users: travellers going abroad are going to pass through airports. Could people always meet there? We asked previous interviewees. Most agreed it was a good idea. It eliminated the issue of safety as most interviewees agreed airports were safe, and also got rid of the commuting issue as travellers would pass there anyways. Using this feedback, we built our first prototype, along with Valerie’s user journey on the way in and out of the country (Figure 1, Figure 3).

The week after that, we made users test our first prototype, and give feedback on their interactions. To make the feedback as relevant as possible, we went to an airport and talked to people there (Figure 8, Figure 9, Figure 11). Using user suggestions, we added an automatic detection of which airport users are in, added the possibility to leave a note with your offer to facilitate the meeting, cleaned up the UI to remove as many clicks as possible to finalise a trade, and followed a few other suggestions.

In the final iteration, we are implementing the last features recommended by our test users: a messaging system, and a user rating/review feature. The messaging app is for those that feel more comfortable restricting the amount of information given to others. The review/rating system is there to reassure users on the good faith of others. After a trade, both parties can rate each other. A person with a high rating would be someone that other users have successfully traded with, reassuring further traders.

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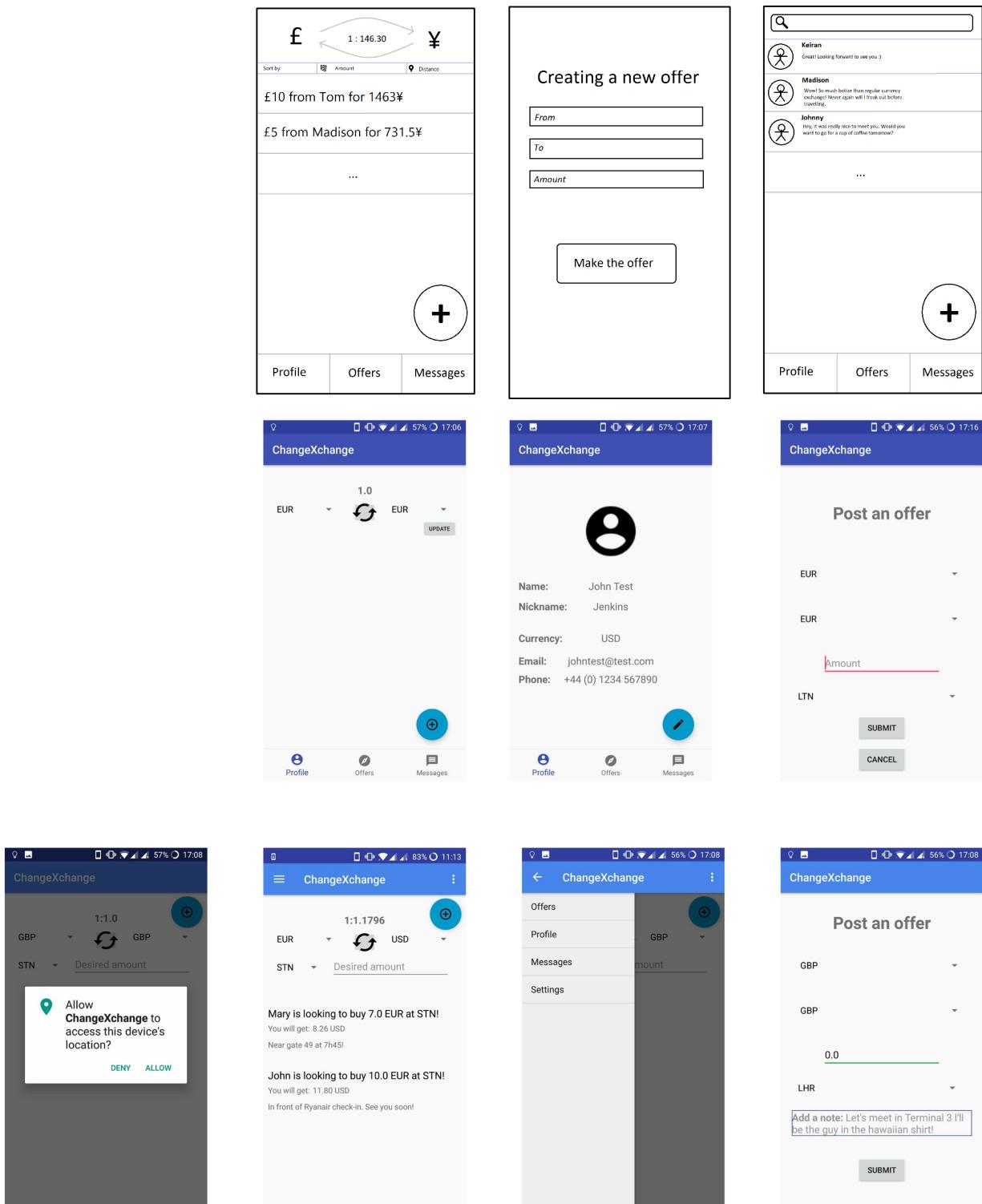


Figure 1 The change in our app through the weeks. The first row contains our first drawings of the app, followed by the first prototype, and then the version that includes location detection, automatic airport selection, and the burger menu.

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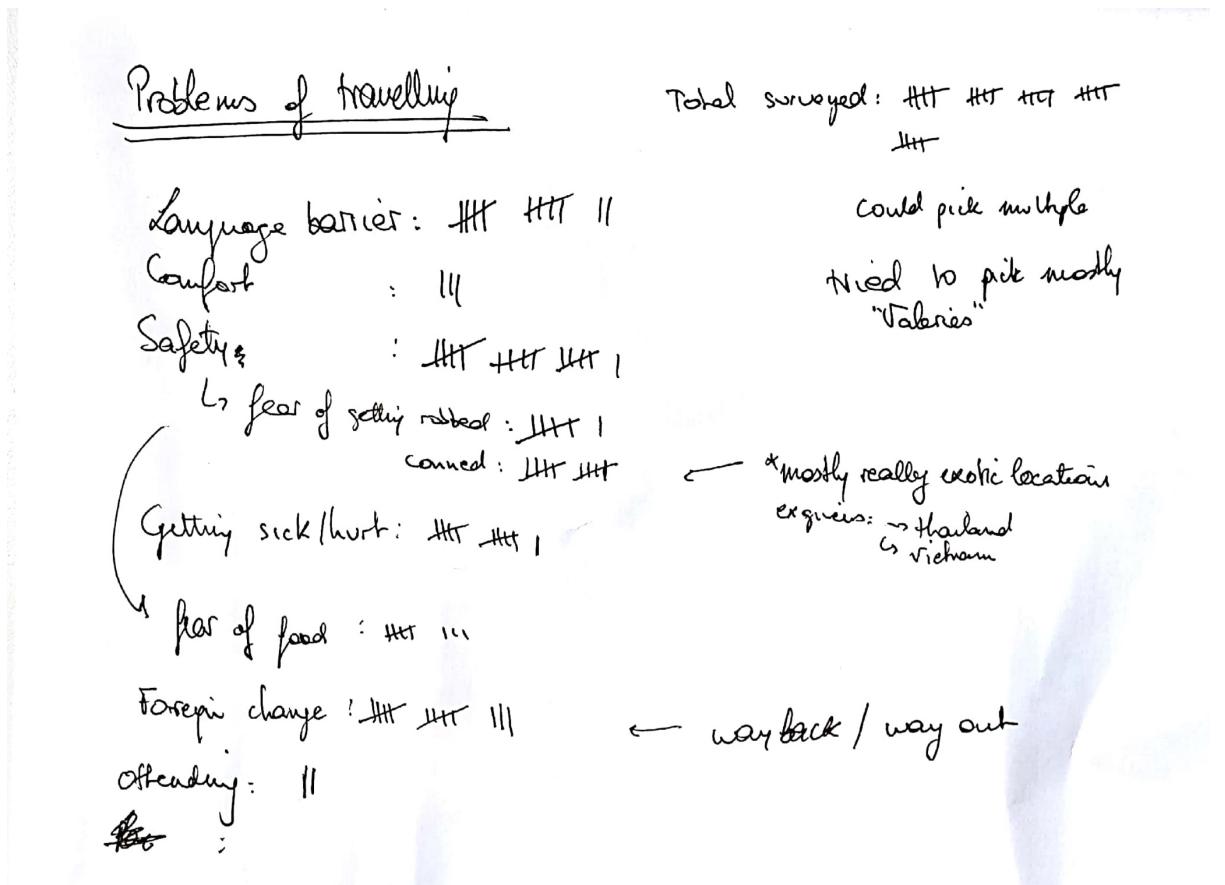


Figure 2: Our initial survey in the Imperial campus on the annoying moments of travelling

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Figure 3:

Way out: Valerie's user story - upon arriving at the airport to go to Prague, she realizes she doesn't have any Czech Crowns. She could wait and see if they have cash exchanges in the Prague airport but what if there aren't any, or they're not open? Either way, she's not a big fan of being helpless in a foreign environment or paying those ridiculous fees.

Since Valerie is a proactive person, she prefers pulling out her phone and launching ChangeXChange. There, she will find tourists that have just returned from Czech Republic offering Crowns. If not, she can create an offer for the Czech currency and wait for a traveller on their way back.

Not only will she avoid exchange fees, but she'll also meet someone on their way back from the very country she's going to! What a great opportunity to get some advice!

Way in: What a great trip! While waiting for her suitcase at the baggage claim, Valerie checks her bagpack's front pocket to check for house keys. As she pulls them out, her remaining Czech Crowns fall out. With a sigh, she starts picking up that change. She knows it's going to end up gathering dust. What a hassle... Still waiting on her luggage, she pulls out her phone and opens ChangeXChange, a smile peeking on her lips. She checks to see if anyone is in need of Crowns.

Luckily, John is just arriving at the airport and is about to leave for a Stag party in Prague. He's looking for a bit of change to grab a cab into the city center. He's traded a few times on the app, and has a great rating so Valerie feels safe contacting him. She accepts his offer. John's preferred method of contact is a phone number, so she messages him and they agree to meet up outside of the baggage claim.

Valerie picks up her bag, and heads out. They meet, Valerie receives british pounds in exchange for her crowns, and everyone is happy!



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Persona

- Valerie, 22, female.
 - She lives in London but is Swiss.
 - Loves travelling, as shown by a gap year that sent her flying all over the world.
 - Isn't shy and loves to meet people.
 - Currently a student in London.
 - Speaks english, french and german

Figure 4: Our Persona, Valerie

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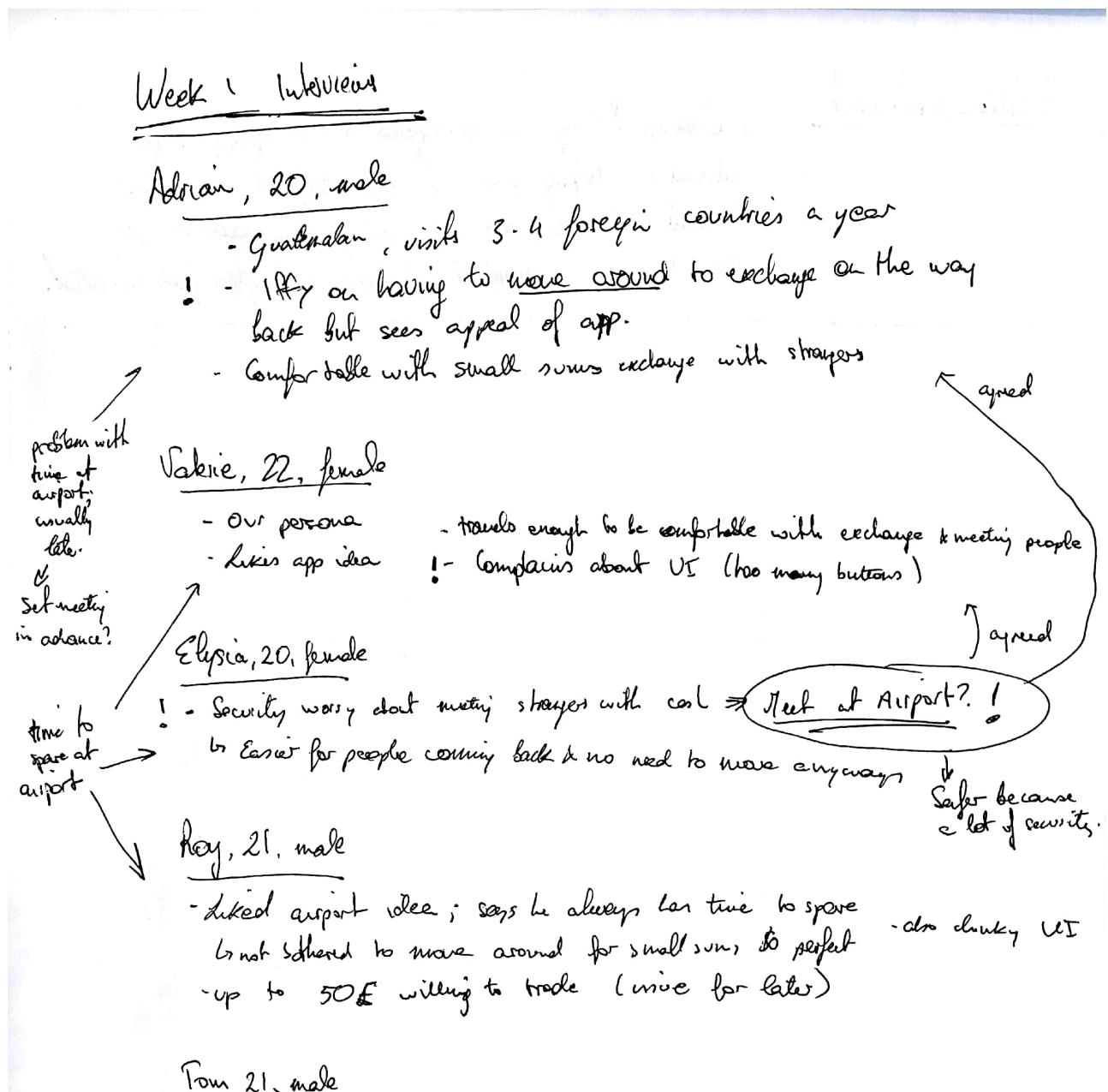


Figure 5: Interviews during the first iteration, pivot to airport exchange

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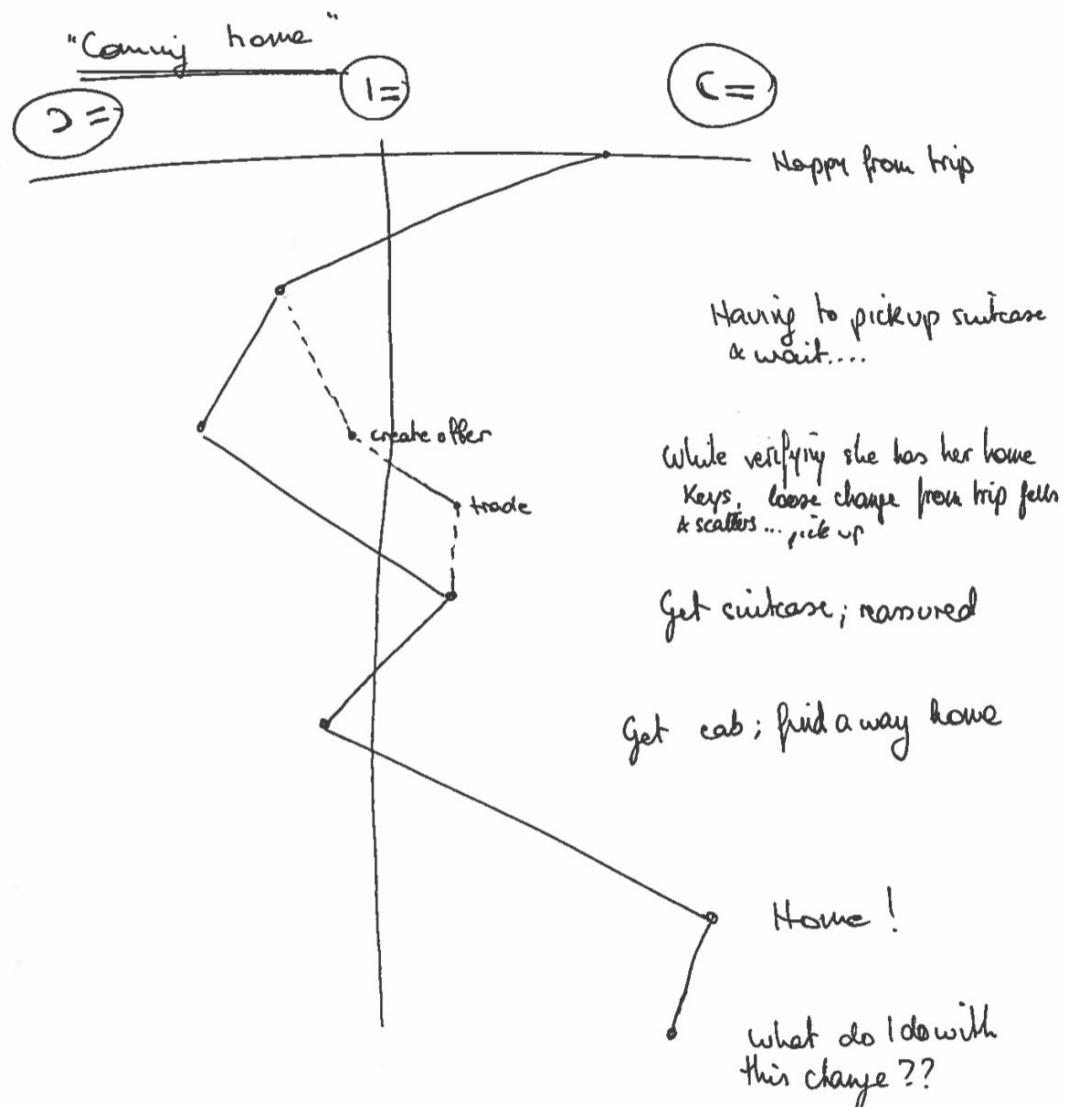


Figure 6: Mood-o-gram for person returning from trip

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DEPARTMENT22

Mood-o-gram

This template helps you identify highs and lows of an existing user journey

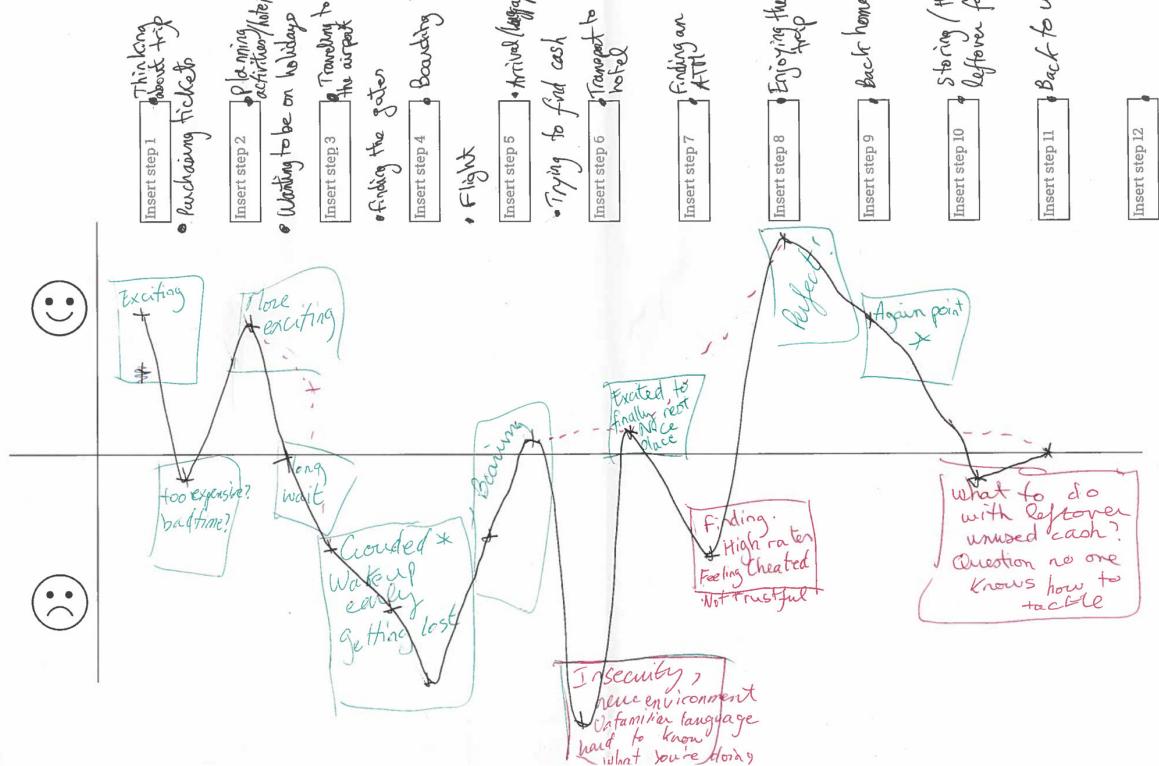


Figure 7: Mood-o-gram for person going abroad

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Airport Interviews

at the airport

- At ease with exchanging small amounts of cash?

Notes

- remove accept button
- ugly switch buttons
- "Take an offer simpler & prefill fields"
- Add note to 'Take an offer'
- Filter by ^{desired} amount
- Auto update
- Not necessary?? Bug or Meur?
- Placeholder?
- clearer indication of which airport
- "UI too cluttered"
- Placeholder for Airport?
- Too "in your face"
- Q?!! wheel vs. pulldown * currencies?
- Use switch buttons

Figure 8: Interviews at the airport /

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- How would you like to communicate?

Phone #	Renewing System (whatsapp/wechat...)	Facebook	other
1111	 (most saw this as a redundancy of phone #) ↳ except for free calls		

↳ Add whatsapp option to vote?

⚠ Add favorite means of communication

- Star Amount?

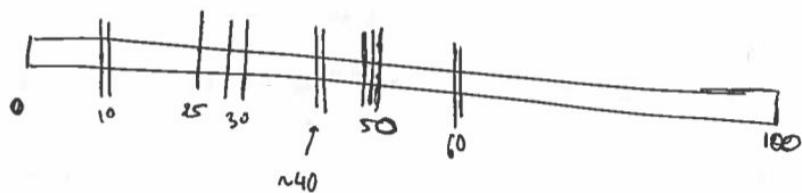


Figure 9: Airport Interviews II

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Villain Persona

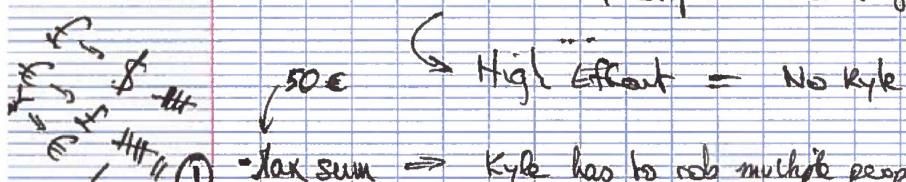
8%

Kyle, 25 male, tough from London neighborhood

- "In-between jobs"

• ~~Criminal~~ Criminal, high reward; low effort jobs

- - He wants to get rich this week; $\{ \text{IL bus} \\ \text{Heathrow - IL on pic. line} \} + £ \\ \text{London - IL bus} \\ \text{city airport - not target user}$



• Airport has security personnel; mugging is less safe

⇒ Mugging is not a good option
HIGH RISK

② Counterfeit money

- Large sum increases effort
- Go to airport
- Print money to make convincing
- ③ Give rating on app to impede repeated fraud?
- ④ Tutorial for spotting fakers?

③ Fucker fills up our database

④ Someone mines info from users

Figure 10: Persona for a potential 'villain', or someone looking to abuse our app

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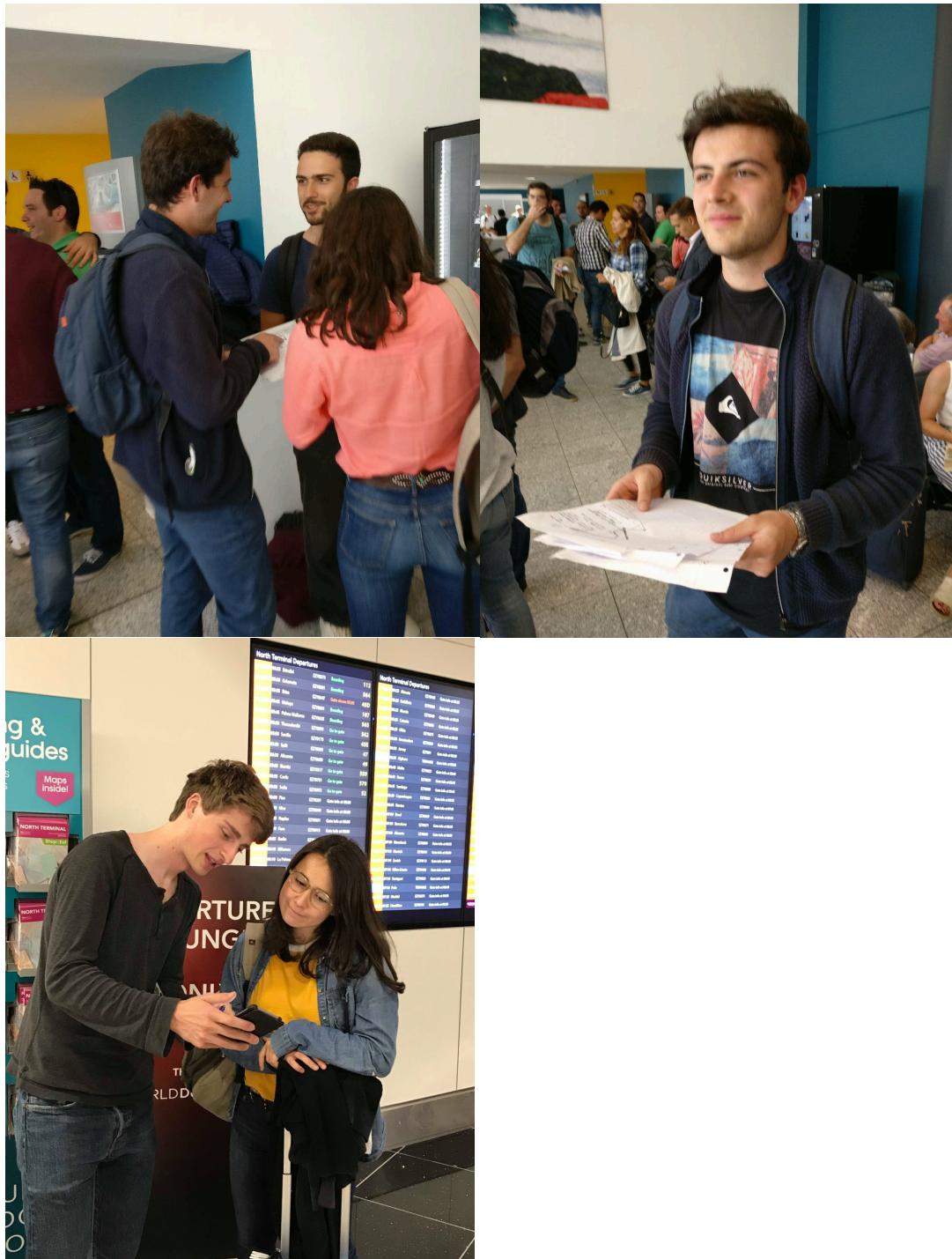


Figure 11: Us interviewing people at the airport (photos taken with interviewees' consents)