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National University  
of Singapore

**CS3240: Interaction Design**

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**G1: User Research & Analysis**

**Group Number: 17**

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# Project Overview

## Design Problem – Prelude

A survey conducted by Timeout back in 2018 titled “Timeout City Life Index” concluded that Singapore was the second most boring city out of the 32 cities being surveyed<sup>1</sup>. The detailed breakdown did not play in favour of Singapore either, with only 17% of the respondents agreeing that there’s always something to do and see in Singapore’s arts and culture scene. Fast forward to 2021 where the world is in the midst of a global pandemic, many Singaporeans are facing “cabin fever” due to prolonged travel restrictions. However, it is not all doom and gloom. The survey also concluded that 95% of respondents are satisfied with the food options in Singapore. Our group also recognises that there are plenty of attractions in Singapore such as Universal Studios, multiple museums as well as parks and hiking trails to be explored.

On deeper analysis, our team recognises that the above phenomenon is due less to the lack of things to do in Singapore and attributed more to fragmentation and cumbersome access to information. Simply, the Singapore population don’t know what they don’t know exists. And available platforms do little to alleviate these bottlenecks. A quick perusal of websites reveal their limitations – most are solely for attractions (E.g Klook) and other reservation websites solely for restaurants (E.g Chope, HungryGoWhere). Therefore, a user who wishes to plan for a day out or a date would have to search on multiple platforms just to plan a simple day out.

Furthermore, many reliable sources of reviews for these attractions and restaurants come from Google reviews which are usually not integrated with the booking platforms, leading to not only imperfect information, but also an inconvenient process of information synthesis from the viewpoint of the consumer. This results in much user frustration and time wasted consolidating fragmented information and consequently, a less than ideal decision-making process.

Lastly, couples and families will inevitably experience the paradox of choice, which occurs due to the myriad of dining and entertainment choices available. This is evident from the recent confusion due to the complicated redemption process of the Singapore Rediscover Vouchers<sup>2</sup>. Many users express their frustrations at the online booking websites available. As a result, many couples and families might resort to their usual dining options and doing their usual activities, which will lead to a negative feedback loop of a “boring Singapore”.

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<sup>1</sup> <https://www.timeout.com/singapore/news/time-out-city-index-2018-apparently-singapore-is-boring-013118>

<sup>2</sup> <https://www.straitstimes.com/singapore/singapore-consumers-express-concern-over-complicated-tourist-voucher-redemption-process>

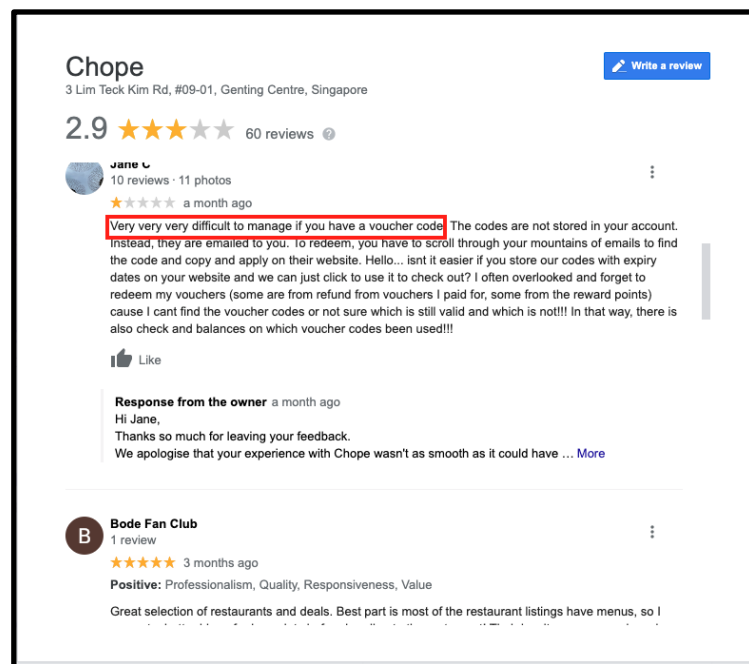
## A Study On Existing Solutions

In this section, our team will evaluate the effectiveness of the current platforms available for restaurant reservation as well as attractions booking. We will be studying the functions available in the current applications and analyse why there is a need for improvements.

### a. Chope

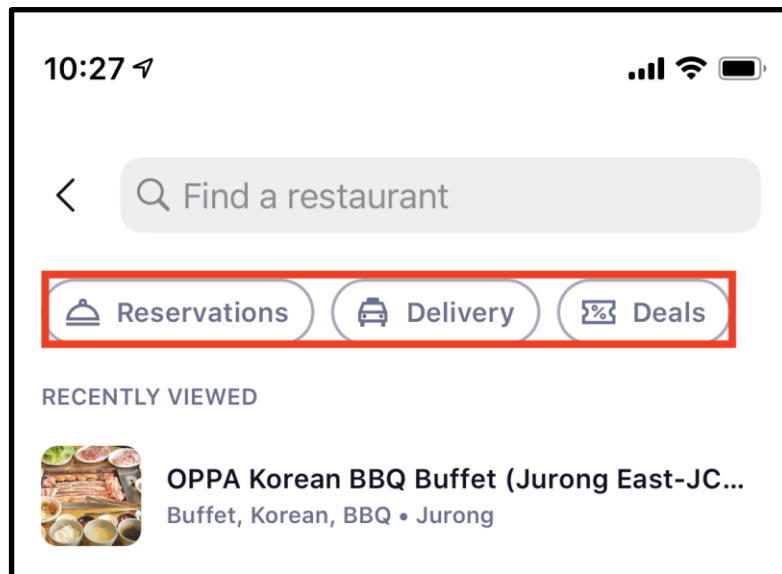
Chope is currently the largest dining technology platform across Asia<sup>3</sup> and currently integrated with many restaurants across Singapore. Reserving a seat in a restaurant is relatively easy and simplistic. However, we believe that Chope underperforms in the following features:

- Relatively low rating on Google Reviews (2.9/5.0) as Chope does not retain any voucher codes natively in the application. Thus, users will have to scroll through their emails to find voucher codes distributed by Chope.



- Chope's mobile application does not have filters based on locations or cuisine when searching for restaurants. Thus, there is a lack of customization and poorly addresses the needs of its users.

<sup>3</sup> <https://restaurants.chope.co/blog/covid-19-white-paper-restaurants-singapore-coronavirus-impact/>



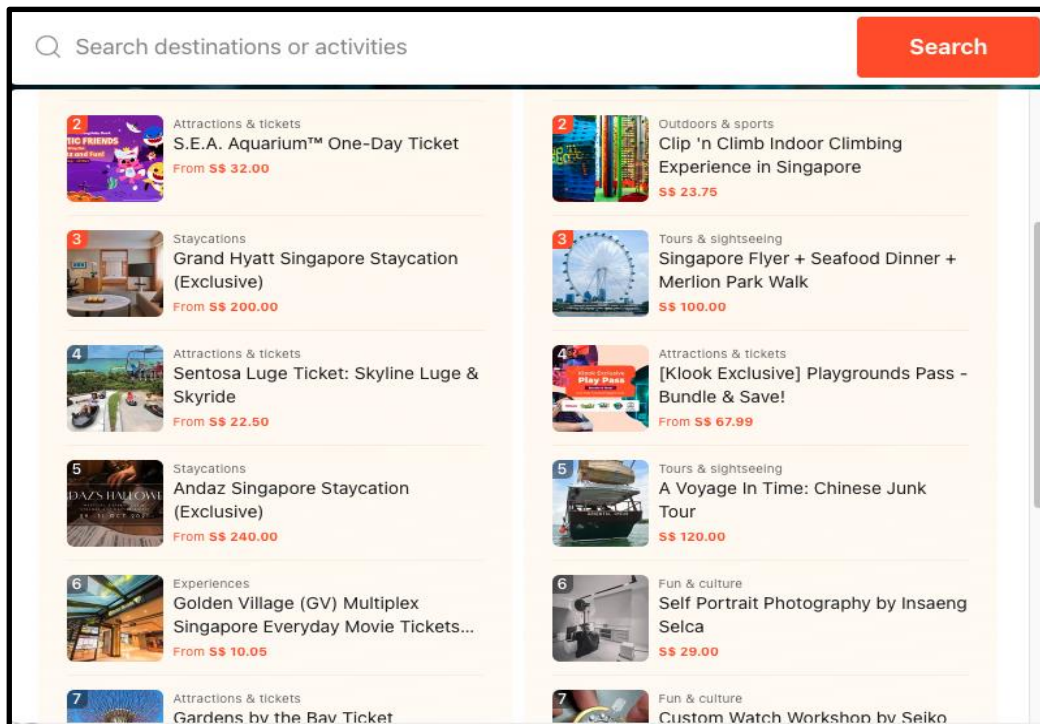
#### b. Klook

Klook is a platform offering tourism and lifestyle attractions and events to users. As part of the COVID-19 pandemic, Klook has partnered with Singapore Tourism Board to drive the tourism sector<sup>4</sup>, making Klook a dominant player in this field. However, Klook still lacks some features, listed below

- Klook's platform has is that it does not contain free attractions and events in Singapore. Since Klook's business model leverages on users' booking for hotels and attractions to earn revenue, it does not recommend any free attractions or events such as hiking trails or pop-up stores around Singapore which are free. This results in a significant omission of attractions available in Singapore, filtered out due to business models and strategies

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<sup>4</sup> <https://www.stb.gov.sg/content/stb/en/media-centre/media-releases/STB-and-Klook-ink-2million-partnership.html>



- Klook recommends isolated events and attractions and at current does not have a “day trip” function for users. Users will have to curate their own day out and include a mix of both activities and restaurants. This implies again the cognitive load on the users as they toggle and synthesise information from multiple platforms

### Summary Findings

Analysing the major market leaders in this space, that is, Chope and Klook, it reveals a key gap in satisfying user’s demand. After a comprehensive search of dominant platforms in Singapore, our team identifies that there is a lack of an all-in-one platform out in the market. Users will have to switch between attractions booking platforms and restaurant reservation platforms to plan for their day out. Therefore, our group aims to alleviate these pain points through our proposed solutions in the following section.

## Proposed Solution

Our group seeks to alleviate these pain points by developing an all-in-one online platform to integrate both dining and entertainment choices into a single, seamless application. Our group aims to filter these choices (Restaurants and Attractions) by locations, to allow for an easier planning process for couples and families. Furthermore, the application will also feature a day trip planner, which will provide suggestions of dining and entertainment outlets based on the preferences of the consumer. Not only would this application feature paid entertainment outlets such as USS or museums, it will also host attractions such as the various hiking trails and parks in Singapore. These activities will be contributed through social means as opposed to vendor-provided information. Ultimately, having an all-in-one platform for both restaurants and attractions, together with more tailored filtering features can reduce the information fragmentation issue that couples and families face, allowing for a seamless, enjoyable and effective plan for their treasured time together.

# User Identification & Recruitment

Our team primarily identifies couples and families with children as the primary users of this application. Since this application targets the various attractions as well as restaurants in Singapore, the target audience initially conceived is relatively wide. The market can be further segmented primarily by age, and then family/relationship status, and have strategically chosen to target the segments of couples and young families with children as they are identified to be most in need of these solutions, and consequently, would benefit the most.

## Primary Users

- Couples in the age range of 18 - 30 years old

Prior research conducted on online booking platforms (restaurants and attractions) are scarce. However, there is considerable research done on online travel booking websites which revealed that a huge percentage of users within this specified age group use online booking platforms as compared to other age groups<sup>5</sup>. Clearly due to the higher digital savviness, this age group is more likely to recourse to digital solutions, which by extension, makes them the ideal target group for our proposed solution.

To accommodate a range of perspectives, our group interviewed users who are at different stages in life, specifically those in university, and another who is currently employed. Since going for food and attractions, assuming attractions are paid, require finances, our group aims to see if there are any differences in planning for dates if there are income differences.

- Families with children. Children are ages below 12

Spending family time is also important for many young families. However, research has shown that parents are spending less time with their children due to longer working hours<sup>6</sup>. Many cited computer games and television as one of the reasons for this decrease in quality time spent together. Further reports also concluded that spending time on activities outside of the house increases this quality time, leading to stronger bonds<sup>7</sup>. Given the lack of time, parents with young families have even lesser resources to plan family activities, exacerbated by inefficient research processes (as elucidated above). There is thus an attractive value proposition for families with children and with children below 12 as our second primary target group. Children below age 12 are still developing emotionally and

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<sup>5</sup> <https://www.statista.com/statistics/286109/travel-arrangements-online-purchasing-in-great-britain-by-demographic/>

<sup>6</sup> <https://www.todayonline.com/singapore/long-working-hours-keeping-sporean-families-apart-survey>

<sup>7</sup> <https://www.straitstimes.com/singapore/focused-and-quality-family-time-key-to-building-strong-bonds>



psychologically. As they are also relatively less independent, most social outings and activities would stem from family activities. Our proposed solution thus aims to alleviate the frustrations and stresses faced by young families. Importantly, this reduces the amount of time and effort required to plan activities for their children and maximises the precious time they are able to spend with their young children and foster cherished memories for years to come.

## **Secondary Users**

- Citizen who is single with a group of friends

Our group also identified users who are not in a relationship (“singles”) as the secondary target user group. While we are mainly targeting couples and families, as singlehood rises in Singapore<sup>8</sup>, we recognise that singles capture quite a significant portion of Singapore’s population. Our proposed solution, though caters mainly to attached couples, also provides valuable information and ideas for groups of friends who wish to catch up and take a break from the quick pace of life. While some activities may be more suitable for couples, we recognise that the wealth of available entertainment offerings would also be equally attractive to groups. Thus, we identified this group as our secondary users as a significant number will also be using our application.

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<sup>8</sup> <https://www.straitstimes.com/singapore/more-women-staying-single-across-all-age-groups>

# Contextual Inquiry

Following our user identification, market segmentation, our team proceeded to conduct contextual inquiries to better understand user pain points and develop insights towards addressing the design problem.

## User 1

The first interviewee is a female in her 40s and mother of 2 children. She is a professor in the National University of Singapore (NUS). The location of the interview took place in her office in NUS and Ji Cheng was the one who conducted the interview while Zheng Ting took notes. The whole contextual interview process took 30 minutes.

Performing the contextual interview to a NUS professor was a unique experience because of the pre-conceived notion of what an interview is in the field of academia. In academia, many use the scientist and subject model, but our team realised that this approach was not beneficial in gathering useful insights from the perspective of the user. Therefore, we utilised the master and apprentice model when approaching the interview. Hence, it was relatively difficult in the beginning to explain to the interviewee the flow of the interview and the reason for utilising such an interview model.

Once the interview began, it went along smoothly as the interviewee was able to walk us through how she plans for a day out with her family. What was surprising was that by walking through her day planning methods, new functions of certain applications were discovered through the process. For example, a website that the interviewee uses regularly to find activities for her family has a new booking function that she did not know about. This was only realised when Ji Cheng asked her whether the application has an in-built booking function. Therefore, to add on to the master and apprentice model taught in the model, there will be times when the master also gained new insights because of the various questions posed by the apprentice.

From the interview, we realised that the questions that worked best were those that struck a balance between probing and open-ended questions. By asking questions that were probing for a certain category of answers, the interviewee did not elaborate on the idea further. On the other hand, if the question were too open-ended, the interviewee did not have an adequate scope to answer the question and therefore gave a vague answer as well.

## User 2

The second interviewee is a university undergraduate at NUS in the age range of 20- 25. The interviewee is also currently dating. This interview was conducted on campus in a meeting room. Zheng Ting conducted the interview while Ji Cheng took the notes. This interview spanned a total duration of 30 minutes.

The interview began with simple questions to find out more about the interviewee and her partner, and to gain a general understanding of the way the couple operates. This also serves as a benchmark for the potential follow up questions and the foundation for a more effective master and apprentice model which we later emulated. An important part of the interview is to understand the couple's thought process first, before understanding more tangible processes. For instance, we first need to understand what qualitative factors compels or attracts couples to engage in a certain activity, before observing how they go about doing their research as they prepare for their outings or dates. This presented moderate challenges, due to the multiplicity of thought processes between different couples, and thus some prepared questions need to be adapted to follow the interview flow process. For instance, some couples use digital solutions during the researching process, while others prefer to engage with the solutions only after they have left the house. Nonetheless, with some flexibility, this interview process still went smoothly, helping us better understand how different users may engage with our potential solution, and thus provided key insight into understanding our problem statement.

As instructed, observing the interviewee demonstrate and talk through the process provided considerable amount of material and insights which proved instrumental in subsequent brainstorming processes. This included asking the interviewee to walk us through her use of an application, where we could find out in real-time the limitations of existing processes provided by solutions currently in the market, such as how the information is presented, and the lack of variety among existing platforms, once again providing important pointers in designing the offerings on our solution.

Similar to the previous interview, the balance between open-ended questions and more defined questions, especially scope, proved to be the key factor in learning the most from the interviewee. Coupled with previously mentioned points on flexibility, it becomes apparent that the interview is most fruitful not just from conscientious preparation, but together with careful and calibrated adaptations as the interview progresses.

## User 3

The third interviewee is a female Chinese teacher at Geylang Methodist Primary School in the age range of 26-30. The interviewee is also currently dating. The interview was conducted at an eatery close to the primary school. Zheng Wen conducted the interview while Jia Yee took the notes. This interview took 30 minutes.

After gaining a general understanding of the interviewee and her level of comfort with discussing her relationship, the contextual inquiry began with asking the interviewee to give a walkthrough on how she would plan a date with her partner. Utilising the master and apprentice approach, we asked follow-up questions at appropriate times to help with the understanding of the process, or to inquire about past examples of what the interviewee is referring to. Additionally, since the interviewee was new to this interview approach, more guiding questions were required so that the interviewee did not simply give a brief summary of the task. In this case, the interviewee was motivated to plan for dates to spend time with her partner and create unique experiences that they can reminisce through photos taken during the date. We were also careful to take note of not just what the interviewee was saying during the contextual inquiry, but also how she felt as she guided us through her thought process of planning a date.

This contextual inquiry had demystified some of our preconceived notions of planning a day with your partner. For instance, most of the time, this interviewee does not look for ideas of where to go for her dates but rather, the ideas and places find her even before a date is set through social media and word of mouth. The interviewee also suggested that a single application that consolidates fun activities and nice places to visit would prove useful, since she often juggles between at least three different social media apps to view such content. The key observations, insights and design ideas generated from this interview will undoubtedly help shape our solution for target users who get inspiration of interesting places to visit, through browsing social media apps.

Similar to the other interviews, more defined questions on top of a general open-ended question to kickstart the contextual inquiry help to discover more about our user preferences and opinions and better our understanding through past examples. Additionally, the lack of a rigid structure to the interview allows us to be flexible and adapt to any misconceptions of our impression of the user task.

# Analysis of the Data Gathered

After the interviews had been conducted, all the notes from the interviews were collated and put up on Mural. From there, the team conducted a thematic analysis to group up our results. Below discusses the identified needs, goals and constraints of our target user group as well as explanations for any differences and contradictions. Lastly, we will summarise what matters to the users and how we should respond to their concerns.

Our group will first start with the three main affinities that we have decided to work on to tackle our design problem. Subsequently, the rest of the affinity diagrams will also be analysed.

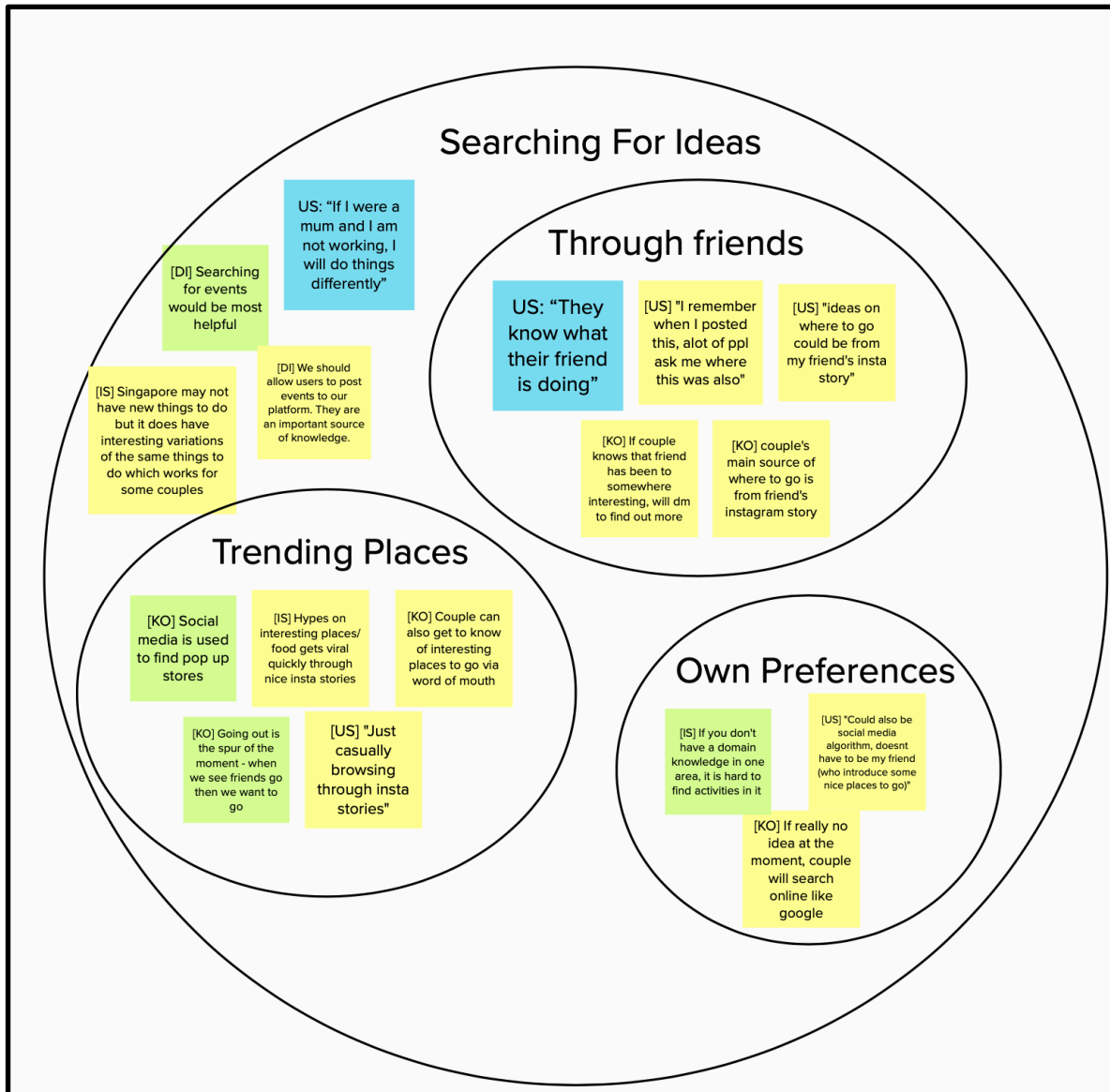
## Three main affinities:

- Searching for ideas
- End up cannot do anything
- External Factors when deciding

## Other affinities:

- Obtaining recommendations
- Reason for outing
- Other platforms
- Understanding company motive
- Obtaining Reviews
- Organise outing with ideas saved

## Searching for Ideas



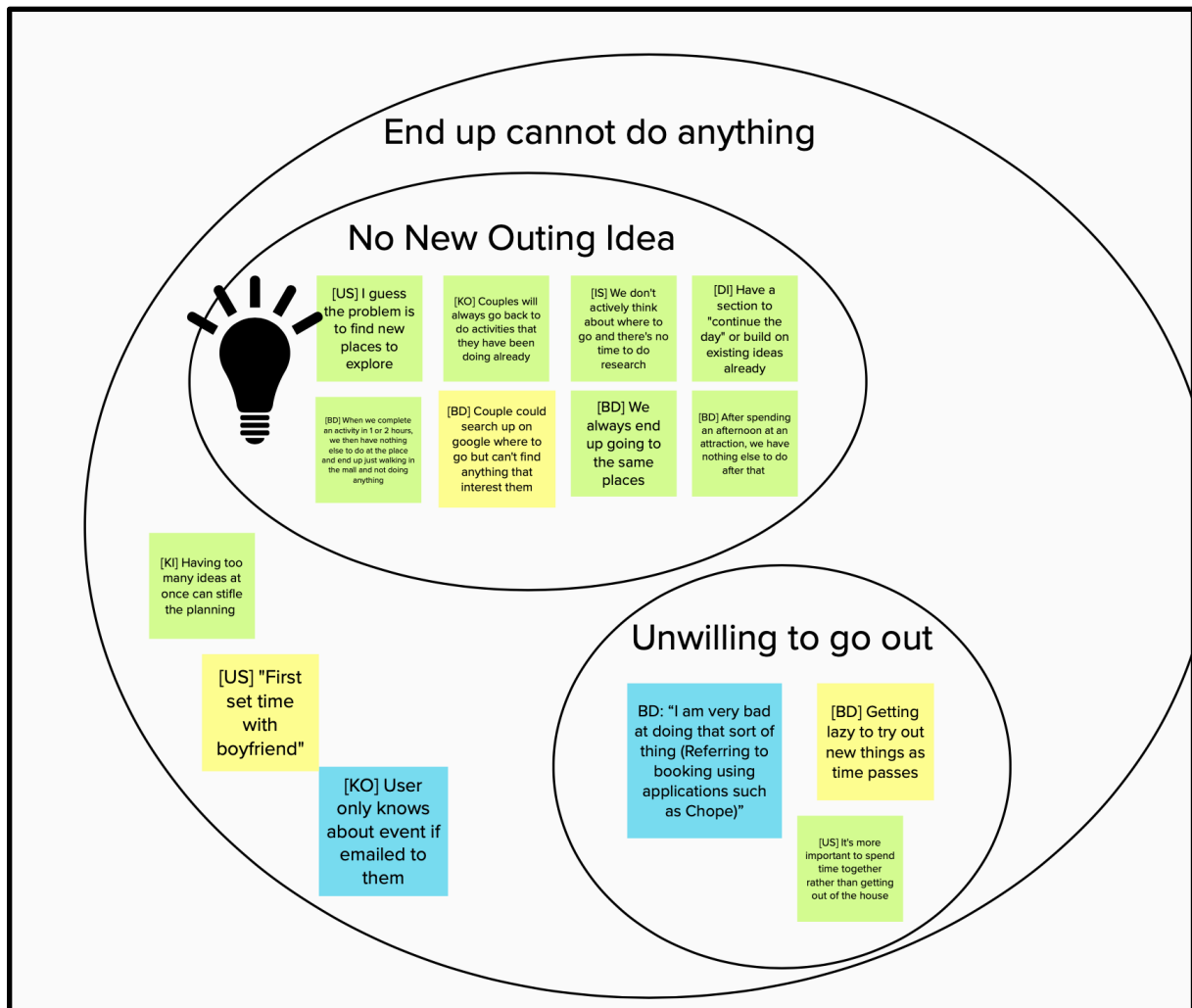
In this affinity, we identify the methodology behind how users search for activity ideas and plan for a day out. Firstly, we identified three main methods and some that do not go into the three methods. The methods are "Trending Places", "Through friends" and "Own Preferences". For trending places, users mention that they will visit attractions that are constantly showing up on their social media accounts. This is not limited to activities but also trending food and this is a method that users used to plan for a day out. Besides this, users also pointed out that they will go to places or eat food that their friends have posted on social media accounts. Lastly, the users also mention that they will search for ideas online based on their own preferences.

However, the users also identified a constraint as to why they search for ideas through trending places and through their friends, which is due to the idea succinctly coined "You only know

what you know". As identified in one the insight notes, it mentions that if the user does not have domain knowledge in one area, it is hard to find activities for the user. Another insight that we gained is that even though Singapore does not have new activities often, there are many variations of similar activities that users will be attracted to.

Therefore, we posit that in general, users would search for ideas mainly through their friends or just trending topics in Singapore. It is difficult for users to come out with ideas due to their imperfect information in the available food and activities in Singapore. Therefore, a key strategy our team looks to employ, guided by these insights, is the need to most of the food and attractions in a single application to best address the gap in user's needs

## End up cannot do anything



Our team has decided to maintain a “crude” description of this affinity, for it best encapsulates the idea. “End up cannot do anything” simply refers to users not having a plan or activity to do. This constraint is surprisingly commonly raised during the interview with the users. All interviewees expressed that they do want to go out but they have multiple problems of not doing so. “No new outing idea” is one of the main reasons why a couple or family decides to not go out. As seen from the various notes, many of the reasons why users are not going out is because they do not have an idea of where to go.

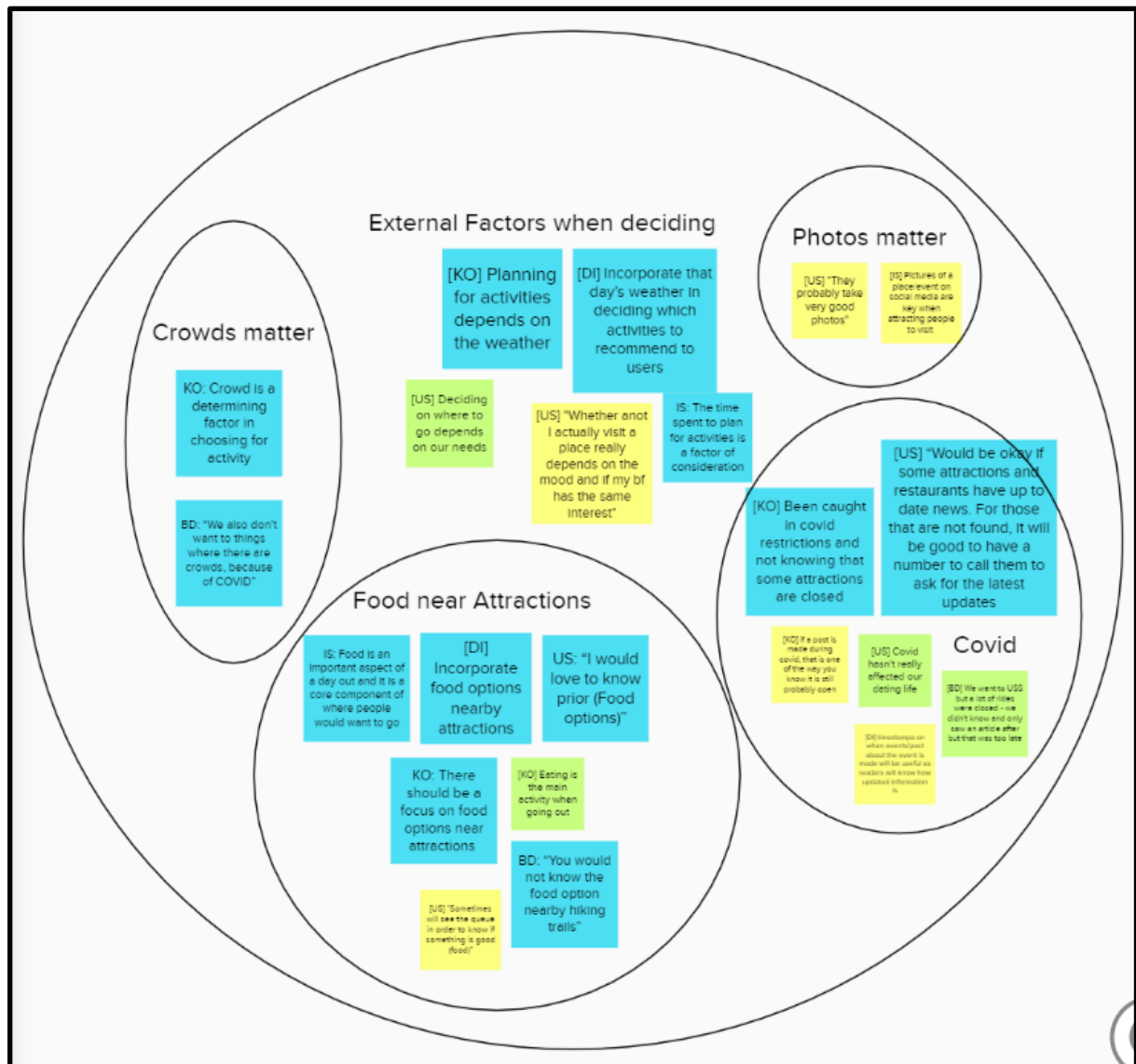
Our team initially held an assumption that if a couple or family goes out, they would have activities and food options planned for the whole day. However, after performing the contextual inquiry, we found this assumption to be fallacious. One of the breakdown notes which leverage on retrospection mentions that “After spending an afternoon at an attraction, we have nothing to do after that”. Therefore, we learnt that even if a user does go out for a planned activity, they still face the issue of having something to do after that activity finishes, especially if it

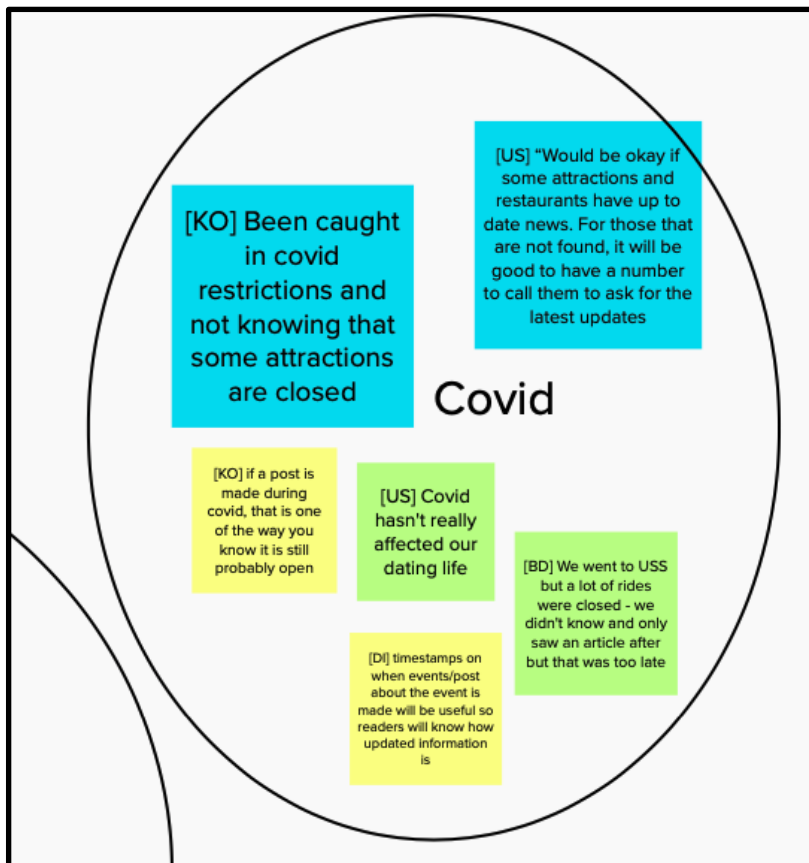
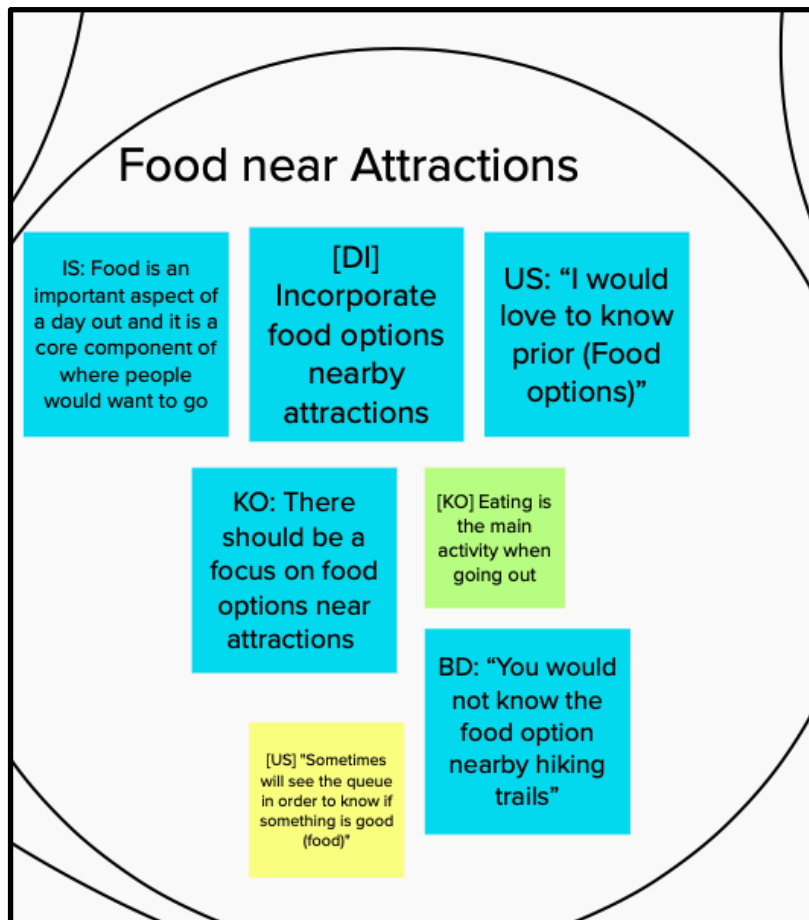


happens to end earlier than expected. This might refer to either another activity or food places near the original activity.

From this affinity diagram, we can see that what matters to users is a complete day trip plan. Day trips planning is not just about one activity, it is about understanding the food choice around it as well as if there are any additional activities to be done after that. This reflects the need for the functionality of suggesting activities as well as food choices based on the users' preferences and locations in our integrated solution.

## External Factors when deciding





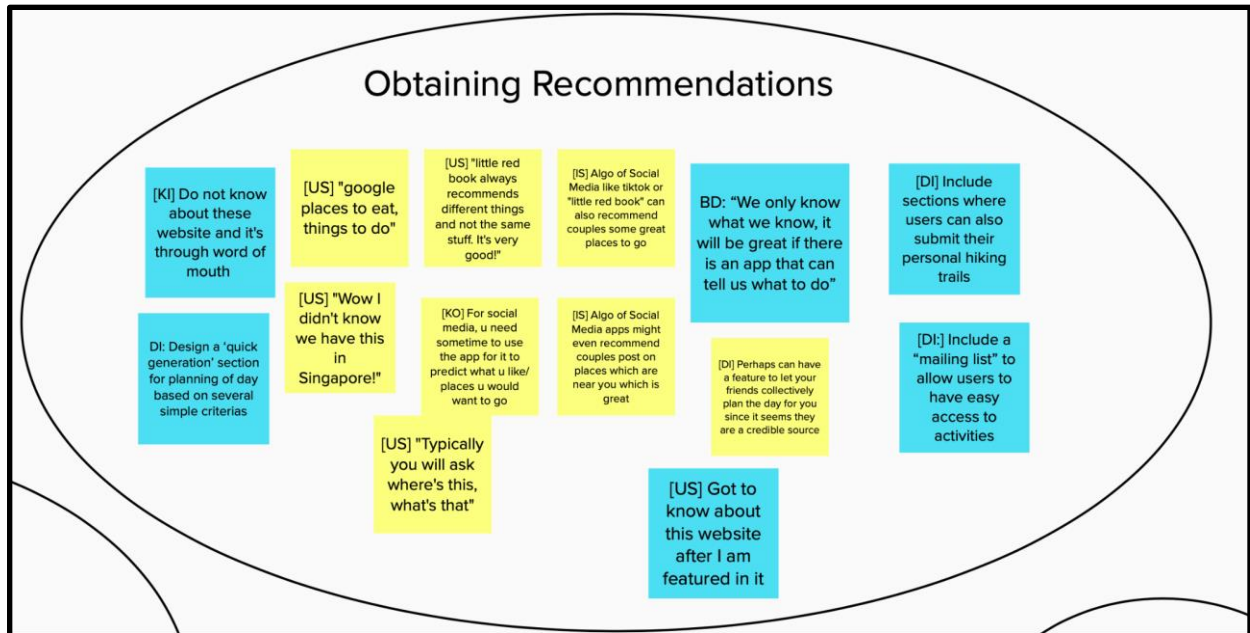
Our final chosen affinity concerns the external factors that may affect our user target's decision of whether to go out, and where to go to. External factors, in this case, refers to factors outside the control of the users, which may in turn affect their motivation to have an outing. Each of these external factors highlight the users' goals, problems, and constraints.

An interesting factor that we found was that the "instagramability" of a venue has bearing on a user's decision to go there. This suggests that a goal of our user may be to document the outing using photographs, to have a tangible component as part of the memory of the outing. Thus, the photogenicity of an outing venue is an important factor outside of the actual activity to be done there.

Some problems highlighted during the interviews were crowd levels and the availability of food options near the outing idea. Crowd levels are almost always indicative of the waiting times when engaging in the activity, which may affect the overall experience of the outing. Furthermore, in this current pandemic situation, high density areas would mean increased risk of disease spread within the area, which our users would most definitely like to avoid. Availability of food options may be limited, especially if the outing venue is in a relatively undeveloped area of Singapore. Thus, these factors would also be a factor our team aims to address in our application.

Finally, a major constraint that our users have faced whilst planning outings recently have been the ever-changing restrictions put in place by the government and certain businesses, to combat the spread of COVID-19. Our users have had to cancel plans due to closed attractions and tightening measures. The unpredictability of the situation has created much apprehension and stress in planning outings, due to the higher probability of them falling through in the end. We intend to relieve this pain point by providing the most updated news and information regarding attractions and suggesting alternative ideas for plans that have been foiled.

## Obtaining Recommendations

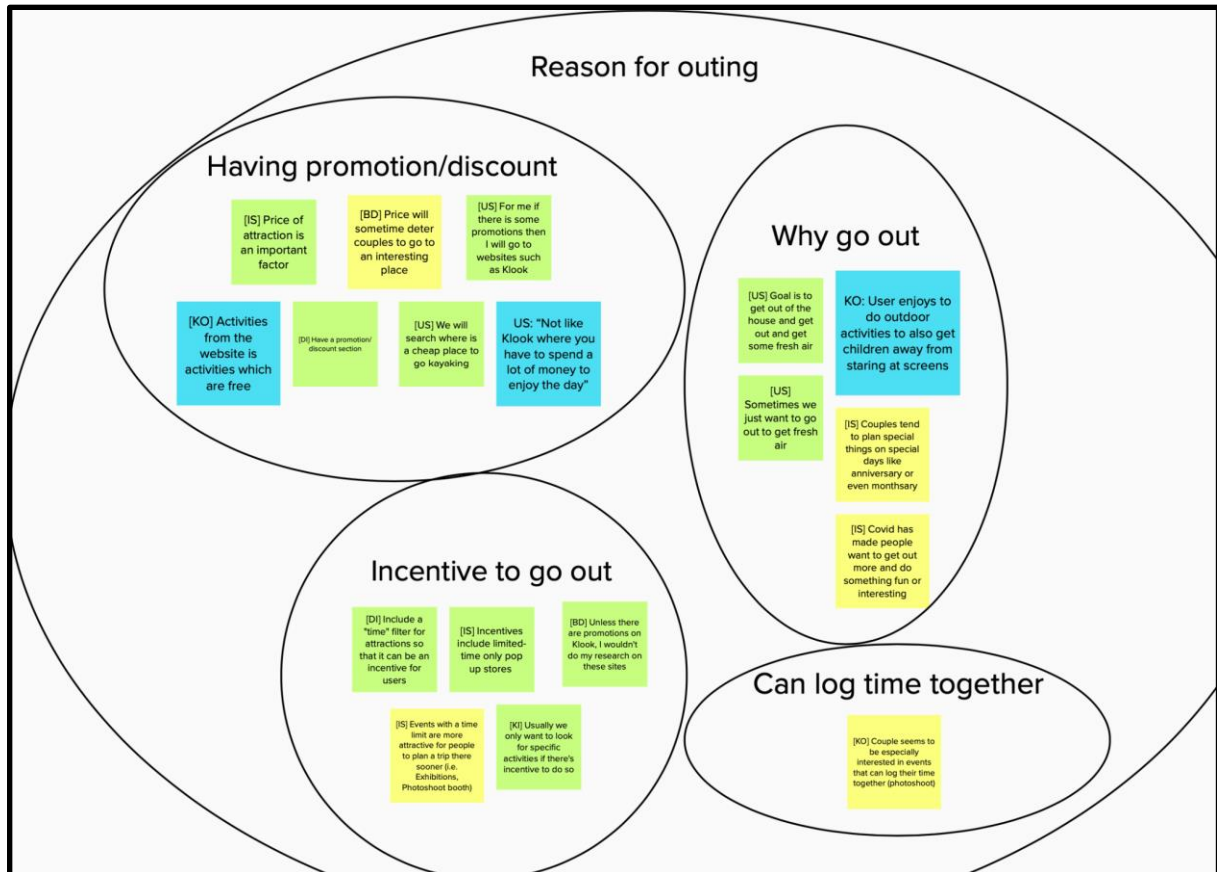


The next affinity that our group created is "Obtaining Recommendations". Although it was not selected as the top 3 affinities, we also analysed this as it has helped us greatly with solving our design problem. Some of the ideas analysed in this affinity are represented in the "Searching for ideas" affinity. However, our group felt that this is a separate affinity because the ideas here focus on the methods to obtain the recommendations on food and activities to do in Singapore.

Our group chose "Searching for ideas" as one of the main affinities instead of this as "Searching for ideas" better addresses the user's concern as well as solve our design problem. This affinity represents the reasoning behind why our design problem was conceived and it gave us insights as to the issues that the users were facing as well.

The note that stood out to our group in this section is "We only know what we know, it will be great if there is an app that can tell us what to do". The breakdown is aptly placed in this affinity as the user is constrained with the knowledge he or she has. This includes dining places and attractions in Singapore. Therefore, our team will factor this breakdown in our conception of our proposed solution.

## Reason for outing

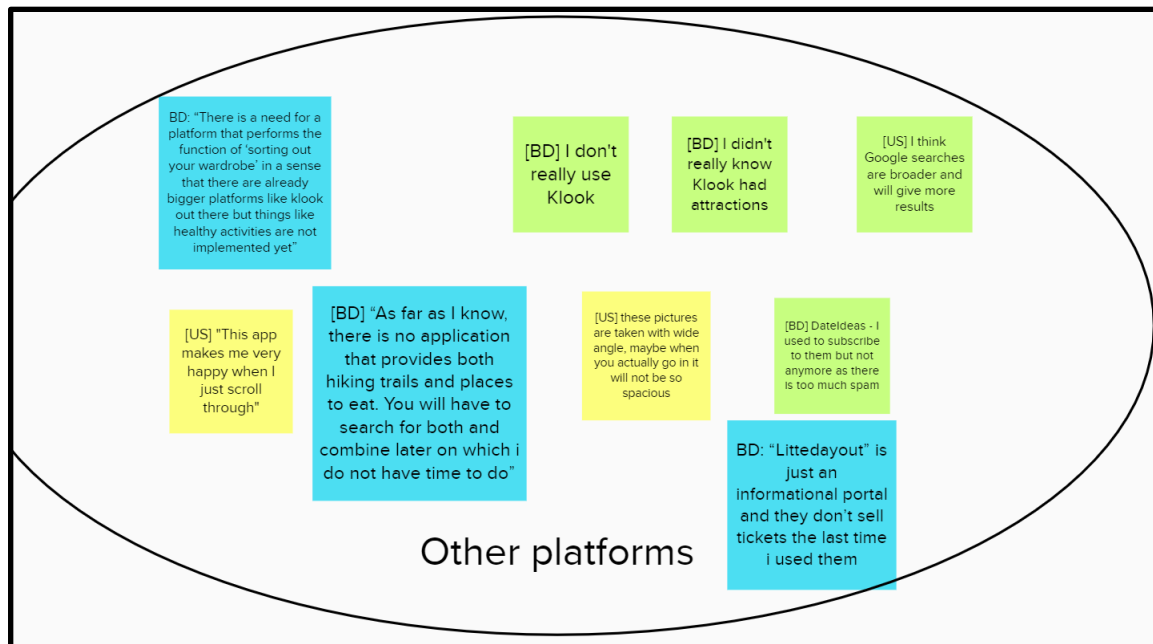


The next affinity to be analysed is the "Reason for outing" affinity. Our group also analysed this affinity as we feel that it gives us good insights to our design problem as well as some relevant information to be included in our application when designing it. This affinity represents the incentives as well as justification on why couples and families go out for activities to begin with. Important insights gleaned are that users intend to go to attractions and places that have promotion as well as activities that are only temporary (e.g. Pop up stores).

After interviewing the users, we confirmed that there is indeed a high demand for more affordable attractions as well as food options around it. As previously studied, current solutions and platforms excluded this significant part of the market, which creates a gap in addressing user demands.

Our group finds that analysing this affinity is important as it provides inspiration for some additional features which would certainly benefit the users. Users express their willingness to go to places which are cheap or even free and therefore, our team intends to plug this gap as well.

## Other platforms

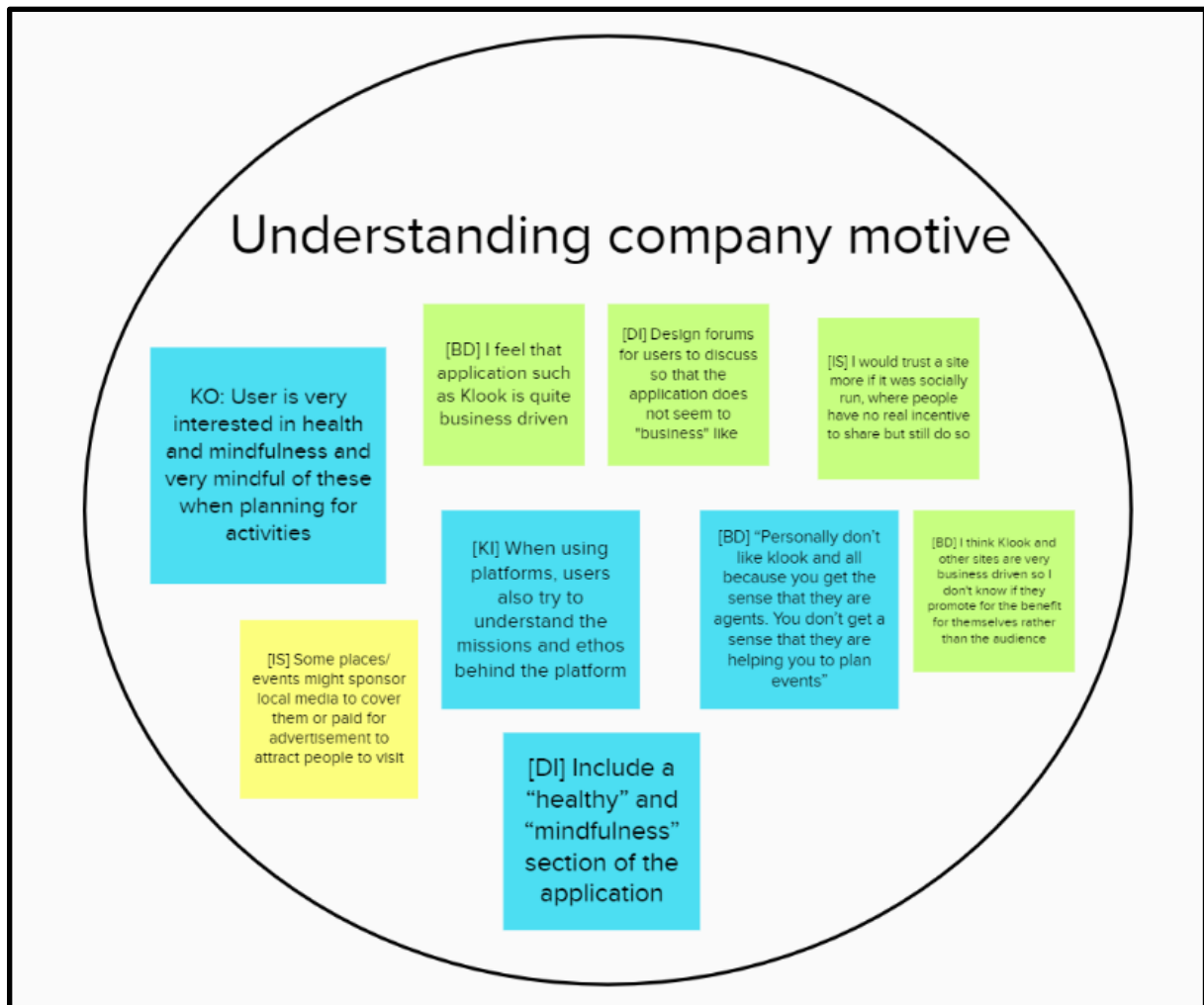


This affinity showed the comments given by our interviewees regarding different existing platforms such as Klook and Dateideas. At first glance, our interviewees think that there is room for improvement with the current platforms, with problems ranging from “too much spam” and “not providing both hiking trails and places to eat”. These problems can be summarised into a common problem that the current platforms are not doing a good enough job to make planning outings easier and faster for people, and not adequately addressing the varied user demands.

One idea that surprised the group was the lack of categories, such as “healthy activities”, which contain a multitude of activities such as going into nature and eating healthily. People who want to live a healthy life will find our application useful for their daily planning if this category is included.

However, because some of the issues here can be resolved in another affinity “External factors when deciding”, our group did not pick this affinity as the main one.

## Understanding company motive



This affinity showed comments from our interviewees suggesting that the motivations and the impressions that they had of existing platforms impacted their decision to utilize them. It seemed that users were less willing to use a platform that was more profit-driven, as they are likely to promote clients' attractions more aggressively, rather than to cater to the preferences and wants of users, ultimately compromising on the quality of the service.

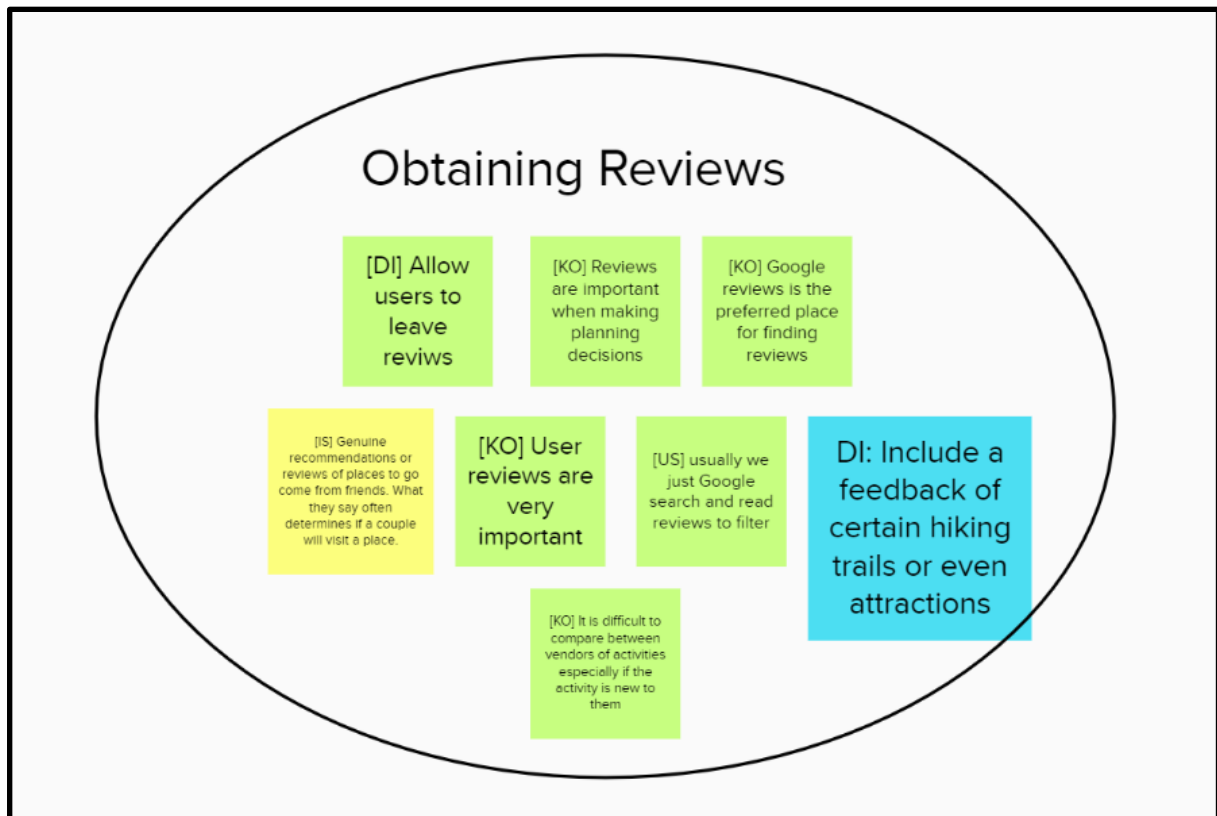
Another key idea we picked up was that users seemed to trust the reviews and recommendations of other peers, perhaps more so than the platform itself. This arises from users sharing a common goal without vested interests - to plan a memorable outing, and thus provide more relevant feedback. Therefore, we can potentially redesign a forum to be integrated into our application to address this.

On top of that, our interviewees were more interested in activities revolving around good mental well-being, which is not commonly seen in existing platforms. We believe that



integrating such ideas into our application would appeal to our target users, and allow us to gain the trust and confidence of our users in our application.

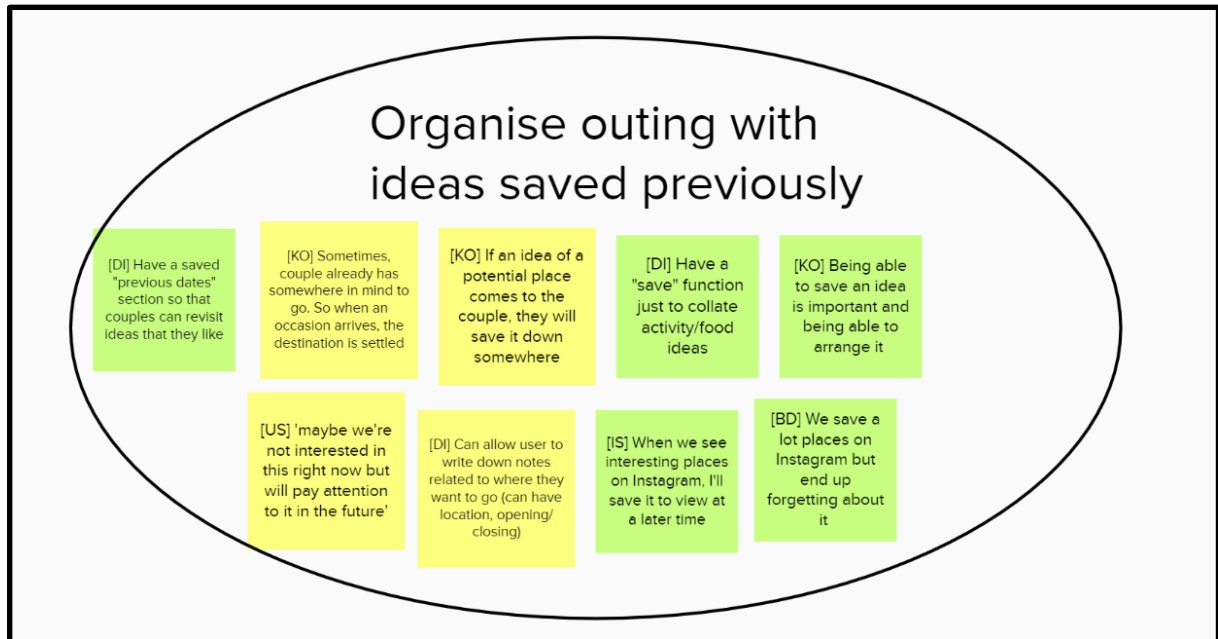
## Obtaining Reviews



As mentioned above, being able to see the reviews and recommendations from other users is very important in planning an outing. These ideas formed another affinity. As one of our interviewees pointed out, if one was planning an outing in a domain which was unfamiliar to him, it may be difficult to understand the differences between businesses offering similar services. For example, a couple wanting to have fun at a water park may not know the differences between those available in the market. Although there is an abundance of reviews available for restaurants on the web, it can be difficult to source for informative reviews for attractions, especially those which are more niche in nature.

It also seems that various platforms have different credibility in the eyes of the users. Similarly mentioned above, the motivations behind the platform may play a significant role in this. Thus, to create an application that users will adopt and trust, our team may need to create an element of continuous feedback in our application, to properly understand the needs of our users and rectify any problems.

## Organise outing with ideas saved previously



During the contextual inquiry interview, we gained many insights on how users plan for activities and dates using current applications. One of the insights is that couples tend to save date ideas which they come across on social media sites and reference them later when planning for an outing. Therefore, we named this affinity "Organise outing with ideas saved previously".

However, the problem arises when too many ideas are being saved as described aptly in a breakdown note - We save a lot of places on Instagram but end up forgetting about it. Gaining insights from this breakdown, we generated a design idea note which mentions that we can implement a "save previous dates" section and remind couples and families of these saved items periodically so that they would not forget about them.

# Key User Tasks

From our study, our team has derived 3 key user tasks below:

- Display a simplistic and informational list of restaurants and activities available in Singapore. Activities include attractions, hiking trails and parks
- Suggest activities and restaurants to users based on their preference. Preferences include: Cuisine, Price of activities, Nature of activities (Indoors or Outdoors). The current list is non-exhaustive.
- Display updated information regarding weather, crowds and COVID-19 restrictions

## Process of deriving key user tasks

In the previous section, our group analysed the data gleaned from the contextual inquiry interviews. After creating the affinity diagram, we settled on three main affinities:

- Searching for ideas
- No new outing idea
- External factors when deciding

From these 3 affinities chosen, we crafted the key user tasks. When tackling the first affinity – searching for ideas, we found that there are many ways that the interviewees search for food and activity ideas. However, many of these are either from friends or trending places found on social media. There is a lack of an all-in-one platform that can display these ideas for the users. Therefore, our first key user task is to consolidate restaurants, activities and attractions in a single platform. This will allow for easier searching and planning of activities and food options and reduce the cognitive load on users.

Building on the second affinity - No new outing idea, we crafted the second user task which is to allow users to get recommendations and suggestions from the platform itself. Based on their preferences, the platform will recommend restaurants and activities for the user and therefore couples and families will have new outing ideas.

Lastly, due to the various external factors when planning a date, we derive our third key user task of displaying updated information regarding weather, crowds and COVID-19 restrictions. This allows the user to have an overview of the external factors as they plan for their day out.

# Personas

From the previous sections, our group constructed 2 primary personas and 1 secondary persona below.

# Primary Persona 1

## Portrait



## June Tan

### Age

23

### Occupation

Final Year Student,  
National University  
of Singapore

### Interests

Fashion Art Drama Food

### Background

- Currently dating her batchmate
- Likes getting out of the house, but does not have the time to do in-depth research on places to explore in Singapore
- Price sensitive, does not like to spend too much money
- Lives alone on campus

## Scenario

June, turning 23 this year, is a foreign student who has spent over 15 years in Singapore's education system, and is more than well versed with Singapore's attractions.

She recently met her boyfriend, Fucius, in a hall which she stays in and serves as her residential address. As a high achieving, busy university student, she rarely has any personal time, and less so time to spend with her boyfriend. Every weekend, they aim to go on a #happiness date, where they escape from their cramped hostel rooms and take some fresh air of campus.

However, as the semester progresses, her workload piles even heavier. It is nearing the weekend, and it's Fucius birthday. However, she has already exhausted all her ideas for celebrations and dates. They've also set a budget on their dates, and thus is not looking for costly attractions. She does a quick search on Google - but she has already done most of those activities, or is "mainstream". She wonders if she can find an avenue where she can get inspiration to plan something special for Fucius within 3 days?

## Goals

- Wants interesting, customized, uncommon date ideas
- Does not want sponsored marketing recommendations
- Wants easily available activities based on her current location
- Prefers something that cost less money
- Wants to avoid disappointment from inaccurate or outdated information, especially for paid activities

## Attitudes

- Wants interesting, uncommon date ideas
- Does not want sponsored marketing recommendations
- Prefers something that cost less money
- Trusts user reviews as honest reflections of the attraction

## Frustrations

- Difficult to compare between similar activity especially if she does not have prior experience in the activity
- Tired of seeing the same recommendations on popular social sites (e.g GoodyFeed, Mothership)
- Hates going to places with expectations from their website only to be disappointed, such as entertainment rides being unable to provide certain services due to COVID-19 measures
- Often forgets about previously saved ideas
- Many activities are expensive, which she prefers not to spend on
- Dislikes being aimless after finishing the activity she initially set out to do

## Quotes

- "It's hard to find new places to explore in Singapore"
- "We always like to walk around malls and see shops, but if it comes to more specific locations, there must be an incentive for us to go"
- "Sometimes I save something I saw my friend go for, but then I forget about it after awhile"
- "I used to subscribe to Datelideas, but it wasn't very relevant for me so I unsubscribed"
- "Some of these sites [like Klook] are very business driven, I'm not sure if the things they promote are benefiting themselves or rather for the audience"
- "I went to USS but a lot of rides were closed. But it was hard to find update information, I only saw the article after I went to USS"
- "We don't have time to do research, going out is usually the spur of the moment"
- "We go to Gardens by the Bay in the afternoon, then after that we have nothing else to do and we try to look for other things to do but usually we can't find anything, so we end up just walking at the mall, which is fine, but not very exciting"

## Ideal Experience

- Personalized, uncommon activities without anything marketing motive
- Able to readily find activities based on her current location
- Able to see updated, organized information on activities easily to improve decision making process
- Reminders on places she has archived and saved but forgot about

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# Primary Persona 2

## Portrait



## May Tay

### Age

36

### Occupation

Assistant Professor at the National University of Singapore  
Teaching and research in Human-Computer Interaction (HCI)

### Interests

Hiking Cycling Outdoor Food

### Background

- Married for 8 years with 1 daughter aged 7
- Enjoys to go on hiking trails and engage in other outdoor activities with her family.
- Does not have much time to research interesting places to go but would like to know more hiking trails in Singapore or other fun activities.
- Does not mind paying more if the food or experience are worth while
- Lives in a Condominium

## Scenario

Both her husband, Raymond (Ray) and her daughter, Layla (Lay) also enjoy going for a nice long stroll at a nice park. However, they recently expressed that they wanted to try out a new trail and were tired of going back to the same old Upper Peirce Reservoir Park.

They have their usual family walks every Sunday at 7am to get a breath of the fresh morning air before returning back to their usual routine of school/working life on Monday. For the past 10 weeks, the family has made the trip to the Upper Peirce Reservoir Park and ate roti prata for lunch (4 min drive away)

For the upcoming Sunday, May wants to plan their trip to go somewhere new but at the same time she also wants to have food options nearby. Additionally, being cautious about the current Covid19 situation she does not want to go to crowded areas. She has already done a simple google search but she knows that most of the places would have high volumes of people or may not be have an eatery nearby.

She wonders if there is an application that can quickly recommend her a nice quiet trail with a map of the eateries nearby.

## Goals

- Wants interesting, uncommon outdoor trails or activities with less crowds and food options nearby.
- Flat trails are also okay if they are long enough to do some leisure roller skating or cycling.
- Would prefer hiking trails with ascends and descends if family just plans to walk.

## Attitudes

- Does not mind paying more on food or the activity since the whole family is only free to go out on that day.
- Very mindful of the Covid19 situation and does not want her family to go near crowds of people.

## Frustrations

- Google's recommended activities often tend to be overly popular and hence are more crowded than her liking.
- Tired of seeing the same recommendations on popular social sites (e.g GoodyFeed, Mothership).
- Other applications might be difficult to navigate or do not have the right content since trails and routes are often free and apps might not have the motivation to feature them.
- Some recommended trails from friends are great and quiet but it is not clear where the nearest food option is.

## Quotes

- "Initially, I was okay with going to the same park every week but Ray and Lay wanted to go somewhere new"
- "It's hard to find new places to explore in Singapore"
- "So hard to find a quiet place to walk these days. Seems like Covid has made everyone crave outdoor activities more"
- "We don't want to travel too far after our long morning walk to find lunch because Lay gets hungry really quickly"
- "Cycling at East Coast Park was perfect but Ray got tired of it too that's why we go to Upper Pierce Reservoir for the past few weeks"
- "Gardens by the Bay is way too crowded to walk and too small to cycle at"


## Ideal Experience

- Search for uncommon trails or outdoor activities.
- Ability to remember travel history of trails so that can revisit some old trails again.
- Able to see updated, organized information on activities easily to improve decision making process.
- Ability to mark a place as visited so as to not be recommended the same place for the next few weeks.
- Able to filter places by human traffic.
- Able to see food options in a map relative to the trail or outdoor activity. As well as their opening and closing time.

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## Secondary Persona

### Portrait



### Benjamin Yeo

**Age**  
24

**Occupation**  
Final Year Student,  
National University  
of Singapore

**Interests**  
Karaoke, Basketball, Puzzles, Band

**Background**

- Single, no relationship status
- Loves to hang out with friends
- Enjoys planning activities for his clique of university friends
- Believes in paying for better quality food and having experiences but at the same time, manages his expenses carefully

### Scenario

Winter break is coming up soon. Benjamin would like to plan a 3 day staycation with his group of 4 friends sometime in December. This is particularly important to him as he knows that some of his friends have already been offered jobs and are starting early in May as soon as Semester 2 ends.

He has already shortlisted a few hotels to stay at. In order to make his final decision, he is trying to compare the shortlisted hotels based on the activities and food options nearby.

He is wondering if there is a platform that can list out all available attractions and interesting things to do in a given location in order to plan his 3 day 2 night staycation.

### Goals

- To be able to find all activities and restaurants around a given location
- To have a structured, organized presentation of information to help decision making

### Attitudes

- Interested in group activities (i.e. escape room) suitable for 4 people
- Wants to be able to share the findings easily with friends
- Wants a variety of choices for him to pick and choose from
- Looking for attractions, activities or food at a given location

### Frustrations

- Difficult to compare between similar activity especially if she does not have prior experience in the activity
- Having to swap between multiple applications despite searching for activities in the same location
- Having too much aimless spare time when an activity ends

### Quotes

- "I can only see a shopping mall next to the hotel in google maps, to find out about additional activities that can be done inside, I have to google the mall's directory and then separately search for more info on the outlet in the mall that offers the activity"
- "My friends really love bowling, I wonder if there are any bowling centers near downtown."
- "On day two of our staycation, we want to see if there are any nice cafes to visit in the vicinity"
- "We were planning to go for a group night cycling through the city, I wish someone had already consolidated some nice cycling routes"
- "Not too sure what to do on the last day"

### Ideal Experience

- Able to easily plan a group trip without too much headache
- Best utilization of time together with more activities
- Reliable reviews for the group to consider together

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# Reflective Design Notebook

Throughout the design progress and through various meetings, notes and meetings have been captured on Google Documents. However, seeing that Trello is a good kanban style note taking application where we can interact with the notes, we switched to using Trello instead.

Link: <https://trello.com/b/LyFxSOEj/cs3240-reflective-journal-group-17>

