CS3240: Interaction Design

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G0: Design Problem Description and Team Info
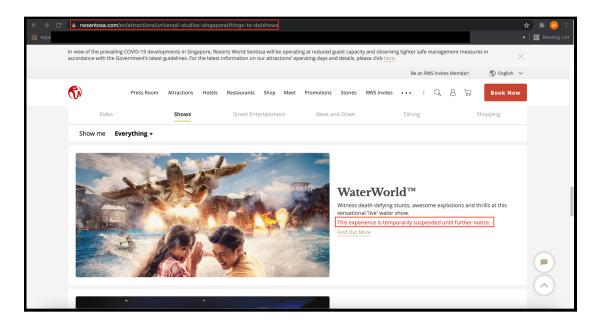
Group Number: 17

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Selected Design Problem

With the ever changing nature of COVID-19, Singapore has gone through many different phases of COVID-19 restrictions. Furthermore, as overseas travelling restrictions continue to be imposed, Singaporeans are seeking out different activities within the little red dot to spend their free time. However, due to the restrictions imposed, many attractions have adapted their operating hours as well as entertainment services to suit the rules. These attractions might not update their organisation's website regularly, or require navigation through multiple pages to access the information. Occasionally, updates on attractions or entertainment venues may also be sourced from third parties, such as through Google reviews or word-of-mouth. In this ever-changing landscape and regulations pertaining to these activities, there is a lack of easy access to updated, accurate information on the multitude of attractions in Singapore. This results in a frustrating process of researching that information, and frequent disappointment among patrons when the services and available attractions do not meet the expectations of visitors due to imperfect information.

One example of this is the WaterWorld show at Universal Studios Singapore (USS). Due to the crowd restrictions imposed, USS has to suspend this show. However, the omission of this attraction is not known to the visitor until they spend more effort to browse the USS website. This is shown in the screenshot below where this is made known only after visiting several pages in the USS website.

Our group aims to address this problem of information fragmentation, consolidating the wealth of information under one platform. This application will significantly reduce the effort needed by citizens as they plan for their next trip to these attractions. This is done by aggregating the information and updates of all the attractions around Singapore into a single application. The main page of this application will feature the top rated attractions in Singapore sorted by Google

Reviews, with their latest information on operating hours as well as attractions which are closed due to the restrictions, listed clearly for the user. Recognising the issue of information overload for the user, our group will also implement a filtering system to filter the attractions based on their vicinity to the nearest MRTs. Lastly, our group has also identified that citizens may prefer attractions that are less pricey or even free. Therefore, a price filtering system will also be implemented and attractions such as picnic and hiking trails will fall under this list.

Ultimately, our group identifies that information, while available in abundance, would benefit users significantly if consolidated in a simple and straightforward platform. As Singapore transitions to declaring this pandemic as an endemic, it is likely that revisions to regulations would continue to be frequent. With entertainment services struggling to survive and consumers who have pent-up demand for these services, our proposed solution aims to reduce the information asymmetry and provide a seamless, enjoyable process of finding entertainment opportunities in this new normal.

In summary, our group has identified problems in current methods of information delivery, and would like to propose a solution for our target users to receive the latest information on recreational attractions. The solution will help our target users to save time looking for the up-to-date information.

Target Users

Our group primarily identifies young couples and families with children as the primary users of this application. Since this application targets the various attractions of Singapore, the target audience initially conceived is relatively wide. However, the group narrowed it down to these two target areas as we believe that this application will have the greatest benefit to them.

The group has listed their target audience below.

Primary Users

- Pairs of couple with ages (18 - 25)
- Pairs of couple with ages (25 - 40)
- Families with children. Children are ages below 12

Secondary Users
- Children of the family chosen as primary user