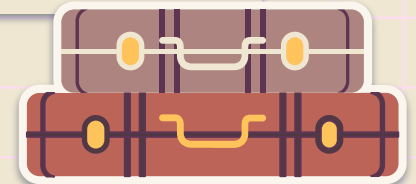




HCI + D
Needfinding
Team 1



Outline

- 01** Introduction
- 02** Needfinding Methodology
- 03** Interview Results
- 04** Analysis
- 05** Summary



01

Introduction



Team Members



許博翔
Hsiang, Hsu



張琪
Grace Theodore



黃敬媛
Jing-Yuan, Huang



鄧英杰
Miguel Then



Problem Domain: Travel

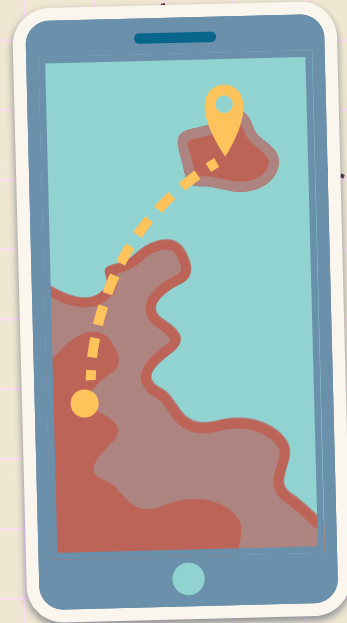
Let's hang out!

Help users arrange trips easily.



02

Needfinding Methodology



How we pick interviewees



**Background:
age, work...**

**Frequency of
traveling.**

**Participation
in the planning
of the trip.**



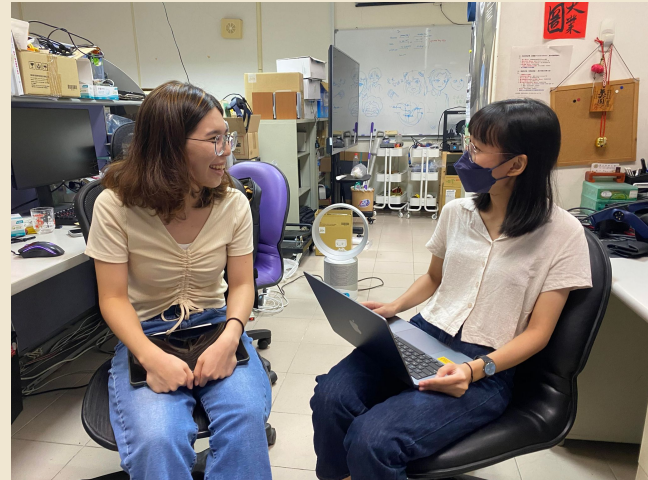
Interviewee #1

- **Who?**
 - Neil Wang
 - Age: 34
 - Android Developer
- **Why?**
 - Have worked for some years, but often go out for trip.
- **Where?**
 - Company's meeting room



Interviewee #2

- **Who?**
 - Ubi Tsai
 - Age: 22
 - NTU graduate student
- **Why?**
 - Doesn't usually take the initiative to plan a trip
- **Where?**
 - Lab



Interviewee #3

- **Who?**
 - Mei Yei Ku
 - Age: 53
 - Housewife
- **Why?**
 - Prefer to travel with a tour group
- **Where?**
 - Online Interview



Interviewee #4

- **Who?**
 - **Isabella**
 - **Age: 22**
 - **Web UI Designer**
- **Why?**
 - **Had rich travel experiences and would go on trips with minimal planning**
- **Where?**
 - **Starbucks**



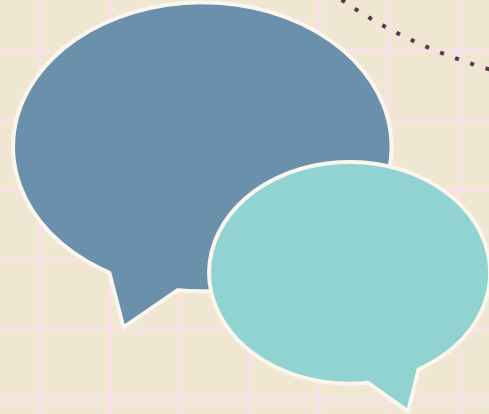
Questions We Asked

1. What role do you usually play when planning for an outing with friends/family?
2. How do you usually plan an outing?
3. What troubles you when planning a trip?
4. What are some problems that you frequently encounter during travel?
5. Are there any apps that you find helpful? Why do you use them?



03

Interview Results



Interview Results

“I wish there is trip itinerary recommendation. For example, when I was in Germany, there was a *Romantic Road*.” -- Neil

**“I would want to find local foods that are authentic and good.”
-- Neil**

“He didn’t participate in the planning process but wasn’t happy with the plan, which also affected all of us.” -- Ubi

“I think it would be better for people to be in charge of making decision of things they are more picky about.” -- Ubi

Interview Results

“I wish I had planned well in advance of my trip and had booked in advance.” -- Ms.Ku

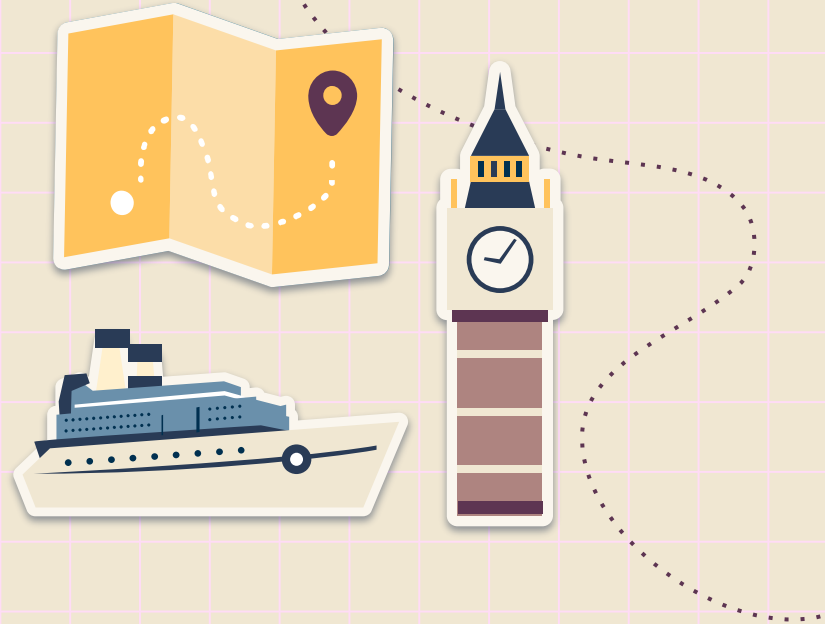
“Hopefully, the trip won't take too long to transfer to public transportation and stand in line.” -- Ms.Ku

“Instagram is a good source for me to search up on places to go as it's information is always up to date” -- Isabella

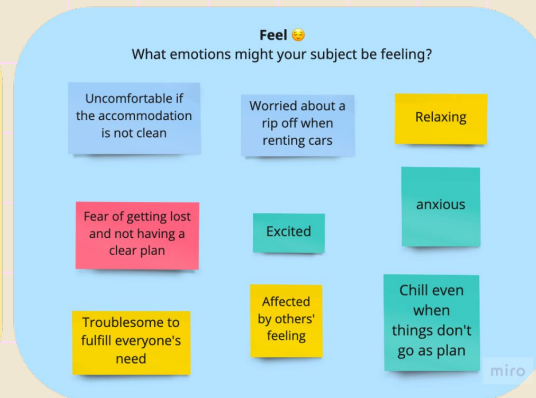
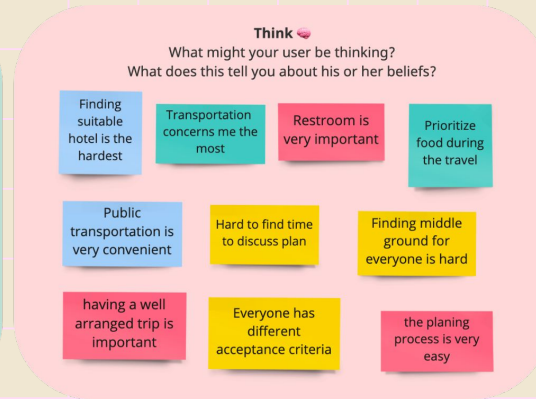
“I feel excited but somehow anxious when going on a trip without detailed planning” -- Isabella

04

Analysis



Empathy Map



miro

Empathy Map: Say

- We like to see important tourist attractions.
- I have wide acceptance on the itinerary.
- We would avoid spending too much time to queue in line during journey.
- We would need backup plans.
- We want the route to be convenient.
- I want to know where should I buy souvenir.
- I'm not sure where to rent transportation.
- I want to divide expenses easily.
- It's great to have trip itinerary recommendations.
- I prefer tourist attractions with less visitors.

Empathy Map: Do

- Use Google Map to create map.
- Check whether forecast beforehand.
- Use notes to keep track of expense.
- Make hotel reservation.
- Make restaurant reservation.
- Check the itinerary frequently.
- Packing clothes, cosmetics and handbag.
- Utilize free time on transport to check on foods.
- Use Instagram to find the tourist spots.
- Vote to make decision
- Find overlapping free time for scheduling.
- Keep receipt invoices for future bill splitting.

Empathy Map: Think

- It's hard to find time to discuss plan.
- Finding middle ground for everyone is hard.
- Everyone has different acceptance criteria.
- Restroom is very important.
- Having a well-arranged trip is important.
- The planning process is very easy.
- Transportation concerns me the most.
- Prioritize food during the travel.
- Finding suitable hotel is the hardest.
- Public transportation is very convenient.

Empathy Map: **Feel**

- **Relaxing**
- **Troublesome to fulfill everyone's need.**
- **Affected by others' emotion.**
- **Fear of getting lost and not having a clear plan.**
- **Excited.**
- **Anxious about the uncertainty of the trip.**
- **Chill even when things don't go as plan.**
- **Uncomfortable if the accommodation is not clean.**
- **Worried about a rip off when renting cars.**

Needs & Insights

“Public transportation is very convenient and budget-friendly for me. Also, it can let me avoid the chance of getting lost during the trip, which may waste lots of time.”

Insights: Some people prefer to use public transportation to reduce expenses on trip.

Needs: Recommendation for the most efficient public transportation.

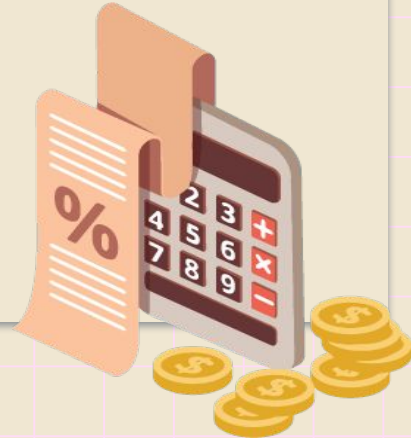


Needs & Insights

“I usually use notes to keep track of expenses and it is quite messy.”

Insights: It is hard to manually divide expenses among the people who join the trip.

Needs: A helper to divide expenses automatically.



Needs & Insights

“Finding the middle ground for everyone when planning a trip is complicated and time consuming.”

Insights: Everyone’s needs should be taken into consideration to make sure everyone is happy.

Needs: Perhaps a voting function for schedule arrangement, where to eat and accommodation.



Needs & Insights

“Finding suitable accommodation is the hardest when I’m planning a trip.”

Insights: People have different criteria in choosing type of stays.

Needs: Let users choose hotel according to their preferences.



Needs & Insights

“I would want to find local foods that are authentic and good.”

Insights: Food is considered an important aspect of a trip.

Needs: Recommendation and rating system for local foods in the area.

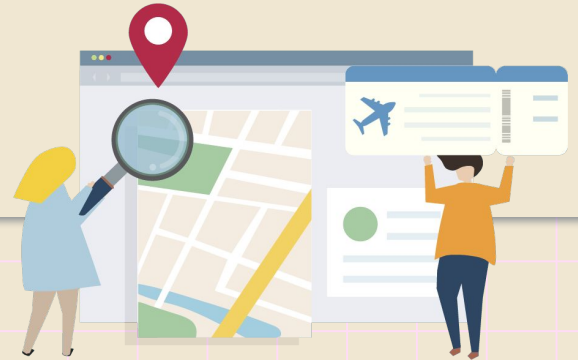


Needs & Insights

“It’s great to have trip itinerary recommendations.”

Insights: It is more convenient to have someone helps arrange the trip.

Needs: An automated recommendation system of a pre-arranged trip.



05

Summary



Summary

- **Help users reach a consensus.**
- **Ease the trip planning process.**
- **Help users split the trip expenses.**
- **Recommendation for food, accomodation, tourists spot and transportation.**



Thanks For Listening

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Many thanks to the interviewee for their time for this
needfinding research