THIS IS foreign

KEVIN CHUA // KANGBACK LEE //
ELSA WONG // NAOMI ZHANG

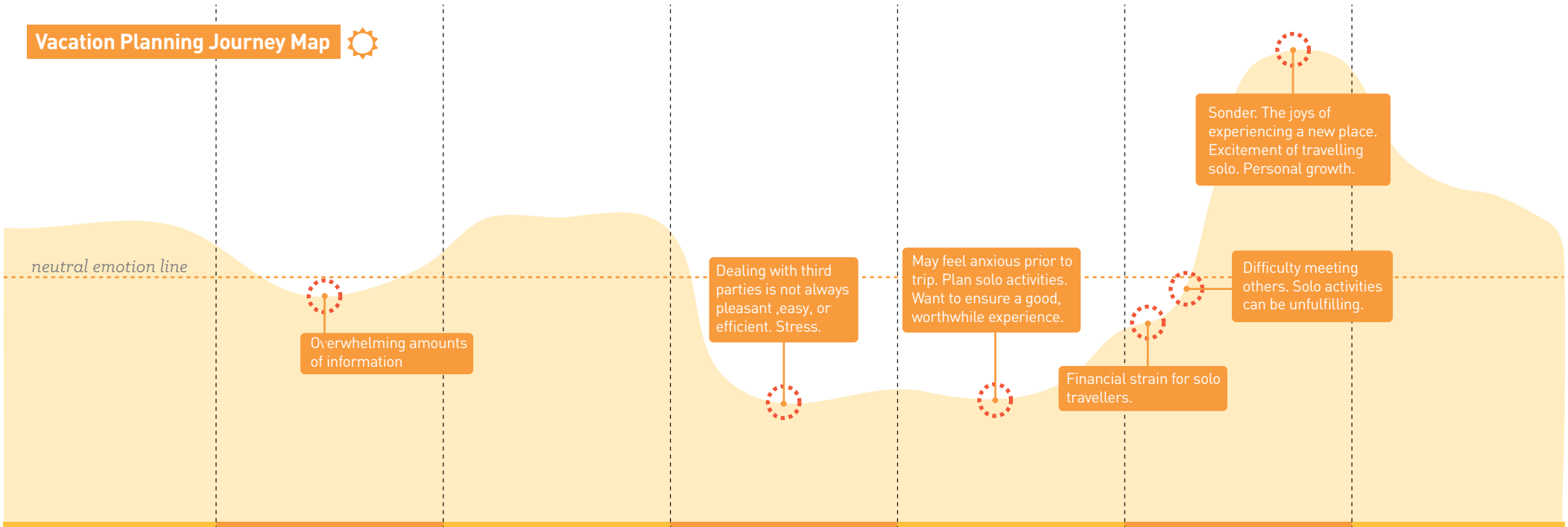
IAT 334 SPRING 2014

CORE IDEA

Foreign connects solo travellers who will be travelling to the same area during the same time.

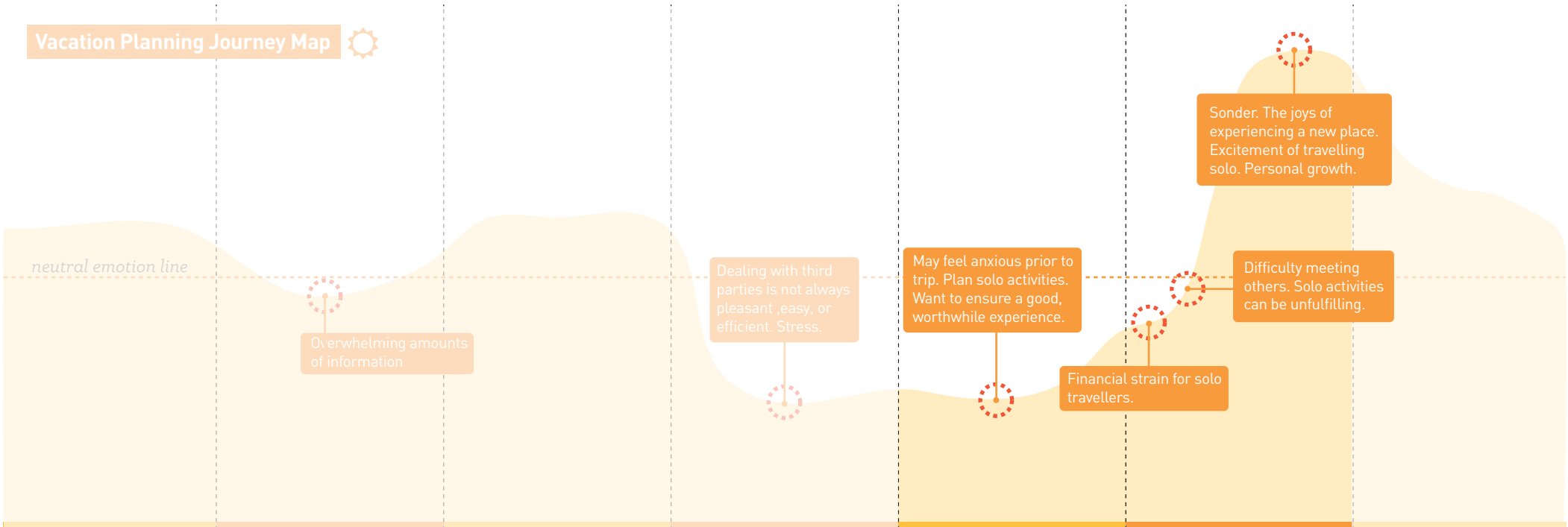
PROCESS

Vacation Planning Journey Map



TRIGGER	RESEARCHING	DECIDING	BOOKING	PREPARING	DURING	HOME
Some event triggers the desire to travel. May come from anything that conjures wanderlust.	Looking into resources for places to travel, things to see. Talking to others to gain ideas.	Decision to travel is made.	Make official flight and accomodation bookings. Financial stress. Frustrations dealing with third-parties. May be indecisive. Pressured.	Packing. Planning trip details. Pre-trip stress. Worrying about whether things will go according to plan. Anticipating travel date.	Sightseeing. New cultures. Eating. Sharing experiences with others and via social media. Researching on the go. Keeping track of experience so far.	Return home. Unpacking. Reflection on the trip. Often share experience with others and on social media platforms.
Tools & Interactions						
ads, photos, websites, blogs friends, family, coworkers books, magazines	Expedia, travel blogs, Lonely Planet, etc friends, family, coworkers books, magazines	Expedia, travel blogs, Lonely Planet, etc friends, family, coworkers books, magazines	Expedia, Hotwire, Airbnb, etc travel agent	travel blogs, travel websites, calendar, etc travel books, magazines, etc research notes, planner	travel sites, social media platforms, etc other travellers, locals research notes, planner	social media, forums, blogs friends, family, coworkers, etc
Emotions						
Longing, desire Impulsive	Eager, enthusiastic Overwhelmed	Excited, empowered	Frustrated Stressed, pressured	Restless, anxious Worried	Excited, Worried, tired, lonely	Accomplished, pensive Withdrawal

Vacation Planning Journey Map



TRIGGER

Some event triggers the desire to travel. May come from anything that conjures wanderlust.

Tools & Interactions

- ads, photos, websites, blogs
- friends, family, coworkers
- books, magazines

Emotions

- Longing, desire
- Impulsive

RESEARCHING

Looking into resources for places to travel, things to see. Talking to others to gain ideas.

Tools & Interactions

- Expedia, travel blogs, Lonely Planet, etc
- friends, family, coworkers
- books, magazines

Emotions

- Eager, enthusiastic
- Overwhelmed

DECIDING

Decision to travel is made.

Tools & Interactions

- Expedia, travel blogs, Lonely Planet, etc
- friends, family, coworkers
- books, magazines

Emotions

- Excited, empowered

BOOKING

Make official flight and accomodation bookings. Financial stress. Frustrations dealing with third-parties. May be indecisive. Pressured.

Tools & Interactions

- Expedia, Hotwire, Airbnb, etc
- travel agent

Emotions

- Frustrated
- Stressed, pressured

PREPARING

Packing. Planning trip details. Pre-trip stress. Worrying about whether things will go according to plan. Anticipating travel date.

Tools & Interactions

- travel blogs, travel websites, calendar, etc
- travel books, magazines, etc
- research notes, planner

Emotions

- Restless, anxious
- Worried

DURING

Sightseeing. New cultures. Eating. Sharing experiences with others and via social media. Researching on the go. Keeping track of experience so far.

Tools & Interactions

- travel sites, social media platforms, etc
- other travellers, locals
- research notes, planner

Emotions

- Excited,
- Worried, tired, lonely

HOME

Return home. Unpacking. Reflection on the trip. Often share experience with others and on social media platforms.

Tools & Interactions

- social media, forums, blogs
- friends, family, coworkers, etc

Emotions

- Accomplished, pensive
- Withdrawal

USERS

- use technology on a daily basis
- comfortable meeting others through this medium
- between the ages of 21-35
- university graduates
- have not yet started a family
- have freedom to travel for extended periods of time

SALLY JONES

25, Newly graduated

"Sharing a moment with someone is what really makes the experience. A moment is lost if you're alone but a moment stays if you share it with one another"

SUMMARY

Sally wants to travel before starting work. She enjoys the freedom of traveling alone but loves meeting and exploring places with like minded travelers. She enjoys seeing the landmarks but likes finding local hangouts to immerse herself in the city's culture.

TECH SKILLS

A digital native comfortable in using technology to connect with others and does not feel meeting people online is very dangerous.

TRAVELING EXPERIENCE

She has planned and gone on several short trips within her own country. She normally does research prior to going on trips and is familiar with online vacation planners.

MOTIVATIONS

- Exploring more of the world
- For personal growth from being away from home and adapting to different environments.
- Meeting new and interesting people outside your circle that you otherwise won't meet.

FRUSTRATIONS

- Hard to strike conversations and meet people on the street.
- Hard to find non-touristy places.
- Can't access maps and addresses easily.
- Planned trip doesn't allow for spontaneity.
- The hassles involved in traveling in group.
- Traveling alone is more dangerous.

TRIP PLANNING ACTIVITIES

- Researching for things to do and landmarks to see
- Researching for hotels to stay in
- Learning about local customs
- Creating an itinerary
- Booking the activities and hotels

TRIP ACTIVITIES

- Meeting travellers to sightsee together
- Asking locals or other travels about where to find local hangouts
- Navigating around the city
- Learning about city culture

SHERRY KIM

21, University Student

"I enjoy exploring the city in solitude because I like being able to choose what I want to do and having time to reflect upon myself"

SUMMARY

Sherry loves to travel. She enjoys traveling with friends but due to schedule clashes, sometimes she ends up traveling alone. When traveling alone, she likes to explore the city by herself.

TECH SKILLS

Sherry is comfortable with using technology to find things to and places to go to.

TRAVELING EXPERIENCE

She has planned and gone on several short trips within her own country. She normally does research prior to going on trips and is familiar with online vacation planners.

MOTIVATIONS

- Enjoys experiencing the local life, culture and food.
- Loves meeting people.
- L ikes exploring the city alone or with friends.
- Likes taking photos to remember the moment
- Enjoys the challenges of traveling alone.

FRUSTRATIONS

- Asking strangers to take photos for her
- Traveling alone is more expensive.
- Staying in hostels instead of hotels
- Changing plans because of others
- Unable to try out more local foods
- The language barriers

TRIP PLANNING ACTIVITIES

- Research places by using google or reading blogs
- Creating an itinerary of the trip
- Booking the tickets and accommodation

TRIP ACTIVITIES

- Finding information desk for maps and brochures
- Asking people at her hostel for information on things to do
- Finding Wi-Fi

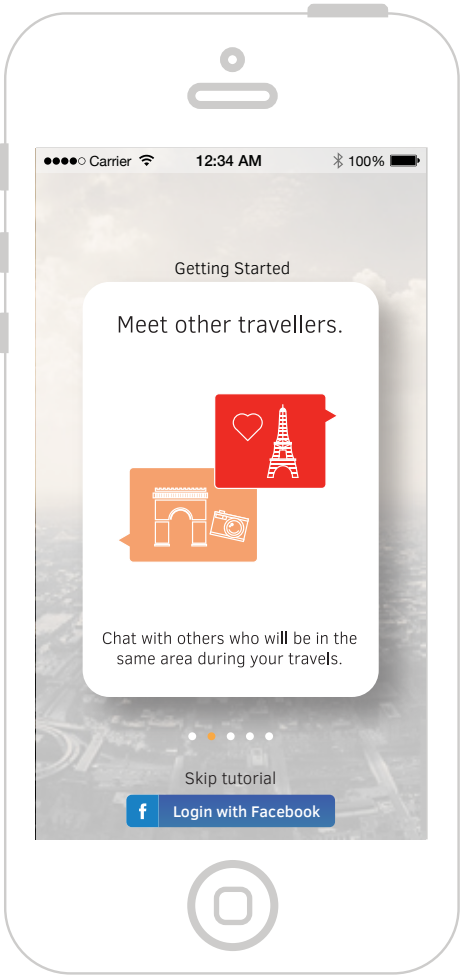
MOTIVATIONS

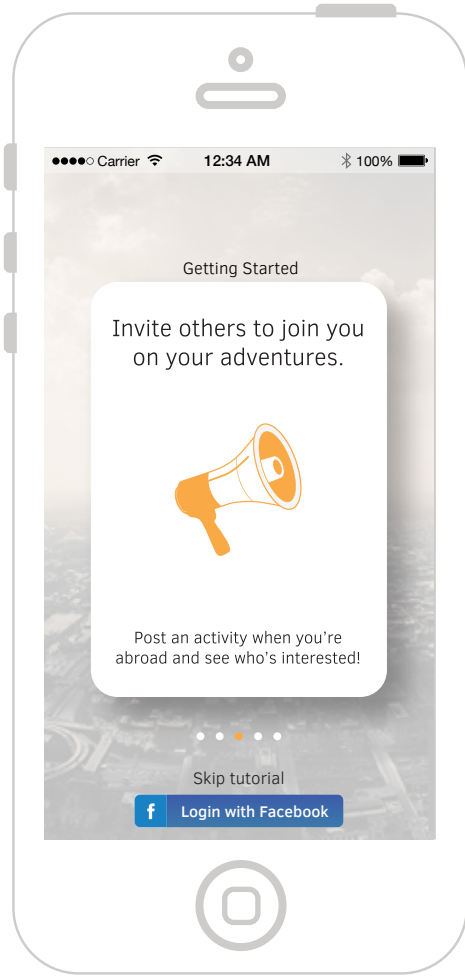
- personal growth through:
  - meeting new people
  - experience new cultures
  - being on their own

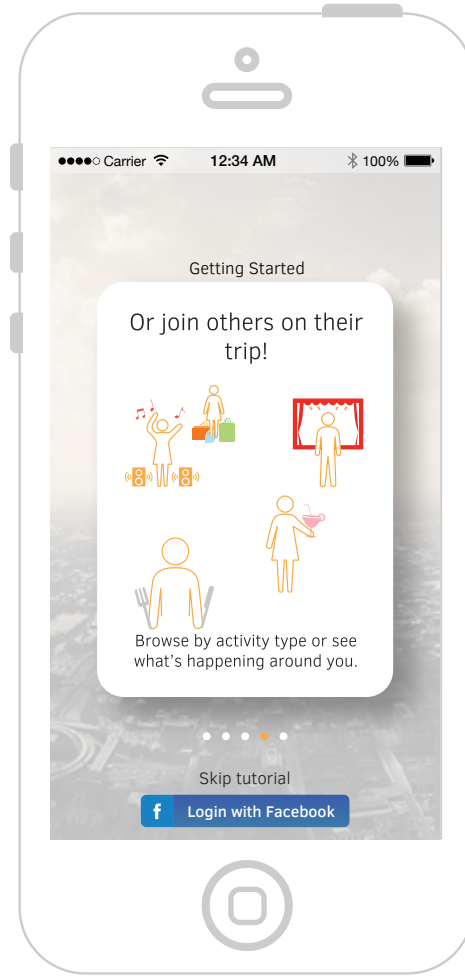
FRUSTRATIONS

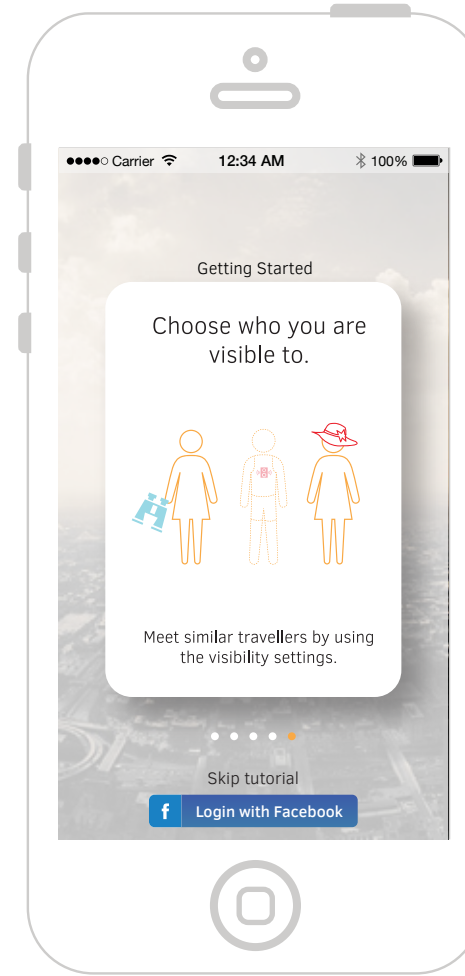
- language barriers
- no one to split costs with
- limited activities they can try
- selfies

GOALS

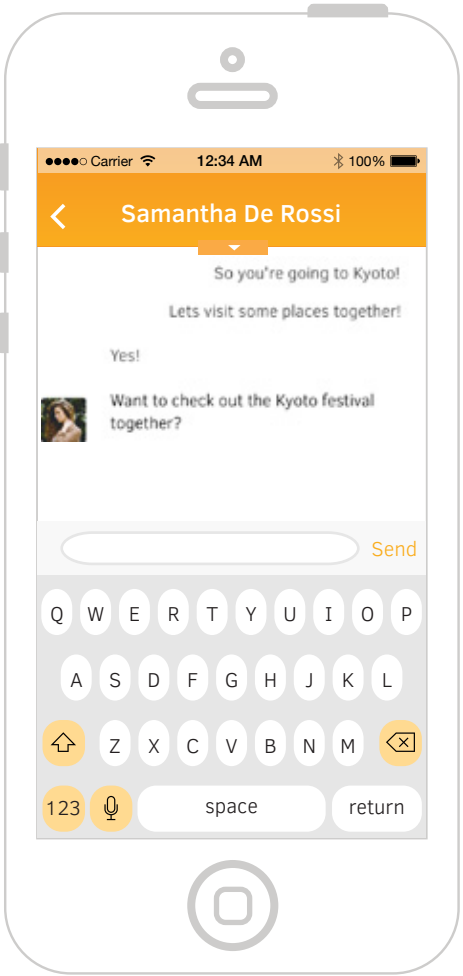

Carrier 12:34 AM 100%
Getting Started
Meet other travellers.
Chat with others who will be in the same area during your travels.
Skip tutorial
Login with Facebook

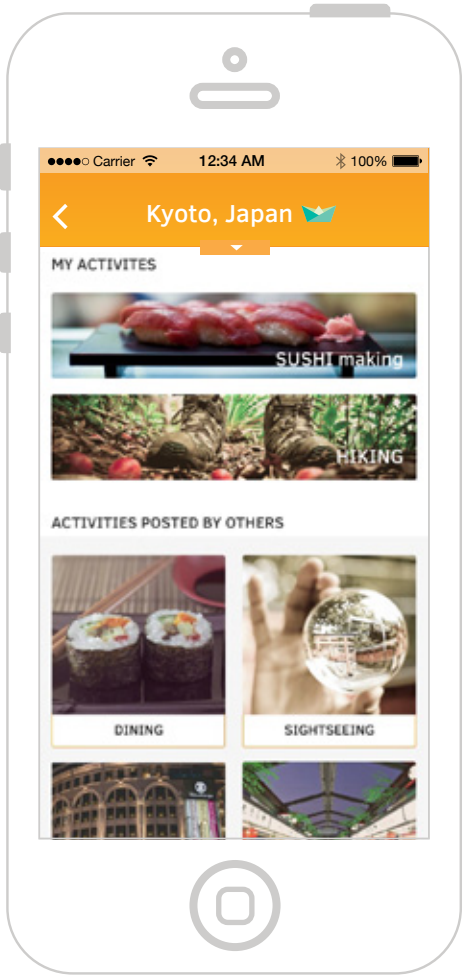

Carrier 12:34 AM 100%
Getting Started
Invite others to join you on your adventures.
Post an activity when you're abroad and see who's interested!
Skip tutorial
Login with Facebook

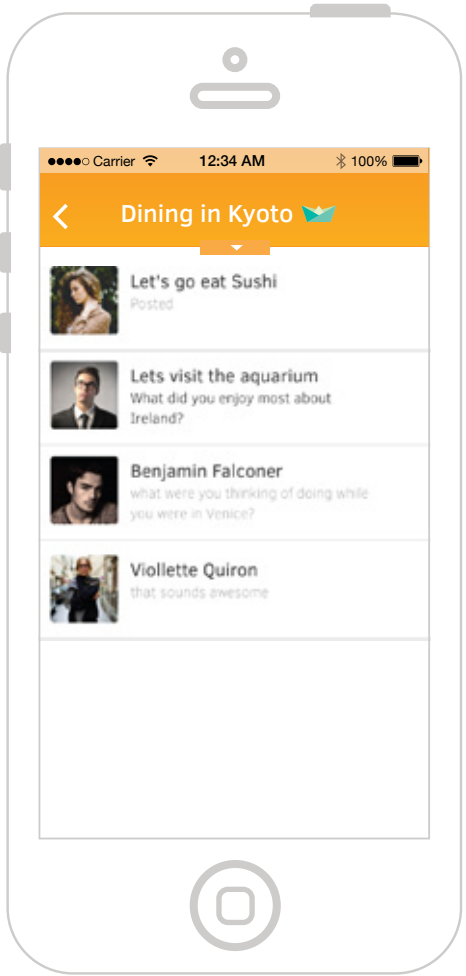

Carrier 12:34 AM 100%
Getting Started
Or join others on their trip!
Browse by activity type or see what's happening around you.
Skip tutorial
Login with Facebook

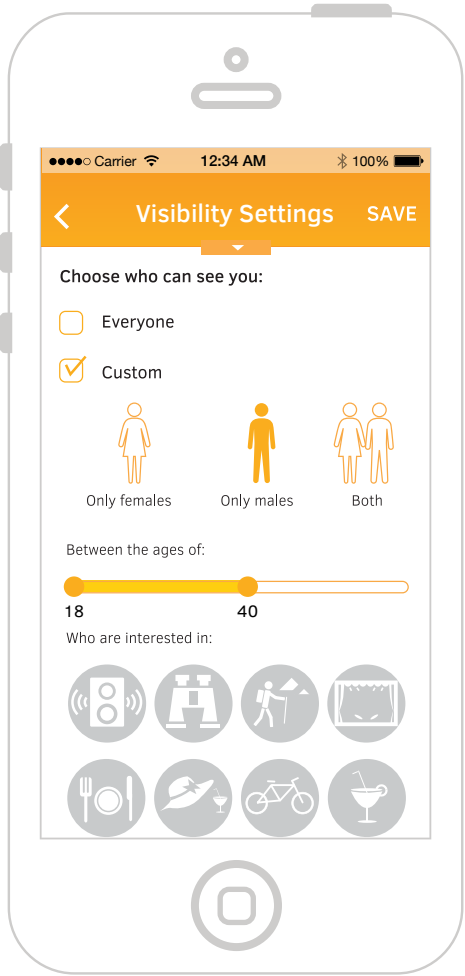

Carrier 12:34 AM 100%
Getting Started
Choose who you are visible to.
Meet similar travellers by using the visibility settings.
Skip tutorial
Login with Facebook

GOALS


Carrier 12:34 AM 100%
Samantha De Rossi
So you're going to Kyoto!
Lets visit some places together!
Yes!
Want to check out the Kyoto festival together?
Send
Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
123 space return


Carrier 12:34 AM 100%
Kyoto, Japan
MY ACTIVITES
SUSHI making
HIKING
ACTIVITIES POSTED BY OTHERS
DINING
SIGHTSEEING

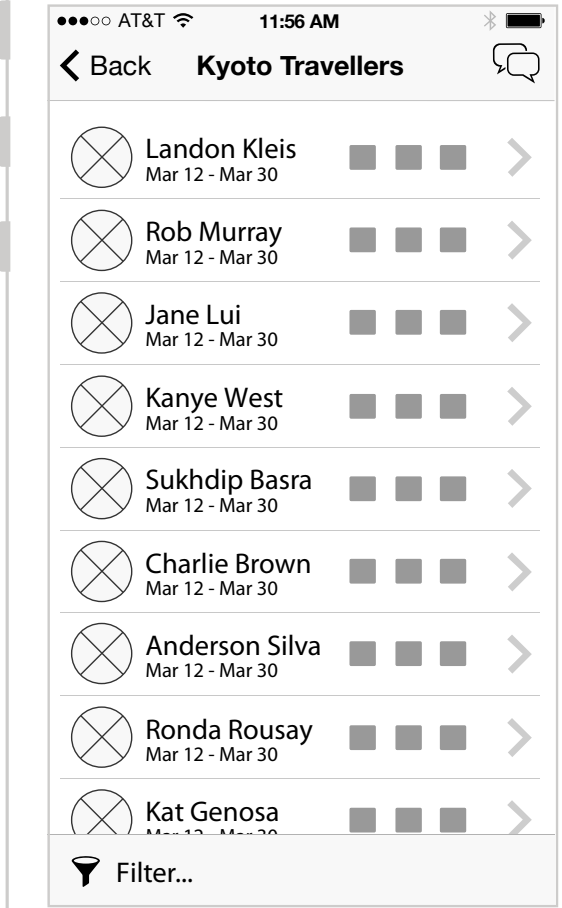

Carrier 12:34 AM 100%
Dining in Kyoto
Let's go eat Sushi
Posted
Lets visit the aquarium
What did you enjoy most about Ireland?
Benjamin Falconer
what were you thirking of doing while you were in Venice?
Viollette Quiron
that sounds awesome

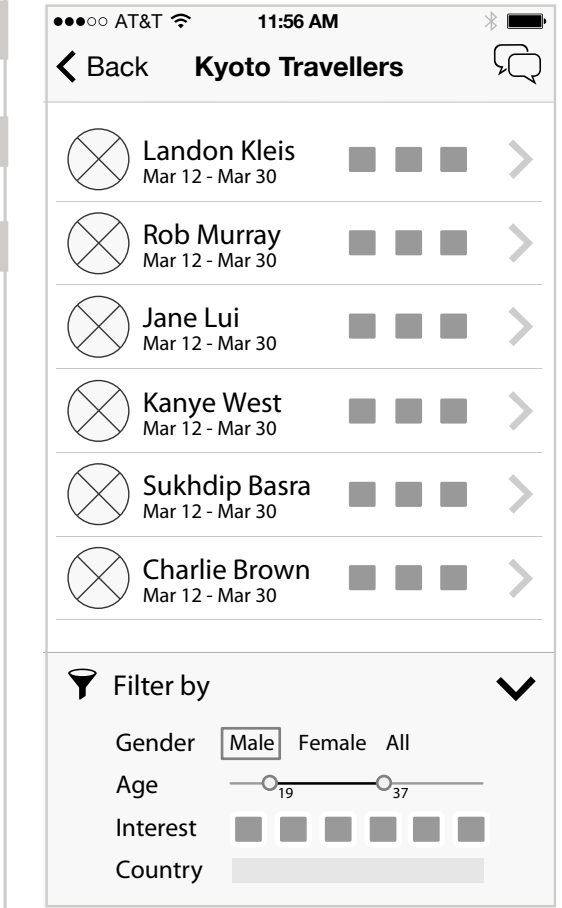

Carrier 12:34 AM 100%
Visibility Settings
SAVE
Choose who can see you:
Everyone
Custom
Only females
Only males
Both
Between the ages of:
18
40
Who are interested in:

INITIAL PROTOTYPE

- generally well-received
- no issues with efficiency or effectiveness
- slips, not mistakes!
- need to improve in satisfaction
- “how do I go next?”
- “what’s this button for?”

●●●○○ AT&T
11:56 AM
Back
Kanye West
36, USA
About
I'll say things that are serious and put them in a joke form so people can enjoy them. We laugh to keep from crying.
Interests
Shopping, hiking and saying crazy stuff.
Message


●●●○○ AT&T
11:56 AM
Back
Kyoto Travellers
Landon Kleis
Mar 12 - Mar 30
Rob Murray
Mar 12 - Mar 30
Jane Lui
Mar 12 - Mar 30
Kanye West
Mar 12 - Mar 30
Sukhdip Basra
Mar 12 - Mar 30
Charlie Brown
Mar 12 - Mar 30
Anderson Silva
Mar 12 - Mar 30
Ronda Rousay
Mar 12 - Mar 30
Kat Genosa
Filter...


●●●○○ AT&T
11:56 AM
Back
Kyoto Travellers
Landon Kleis
Mar 12 - Mar 30
Rob Murray
Mar 12 - Mar 30
Jane Lui
Mar 12 - Mar 30
Kanye West
Mar 12 - Mar 30
Sukhdip Basra
Mar 12 - Mar 30
Charlie Brown
Mar 12 - Mar 30
Filter by
Gender
Male
Female
All
Age
19
37
Interest
Country

drop-down menu needs to be more obvious

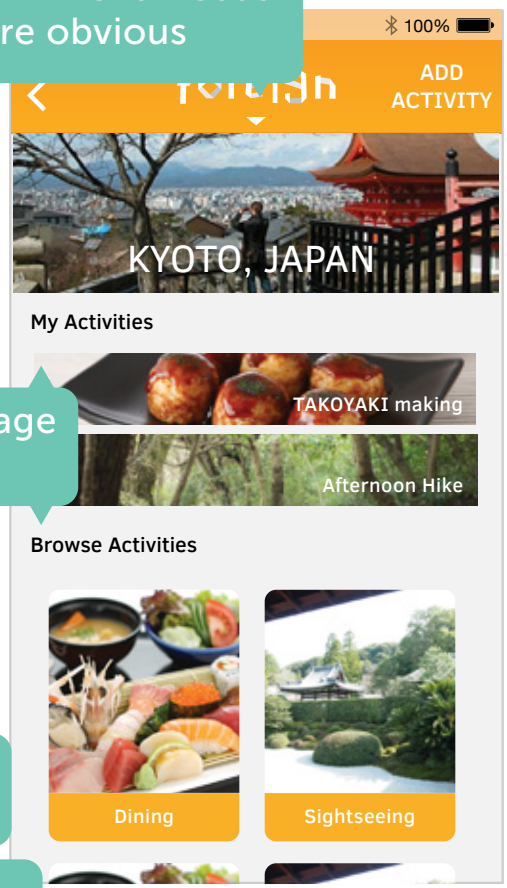
some language confusion

next button should be more prominent

some elements looked like clickable buttons

need a more obvious home button

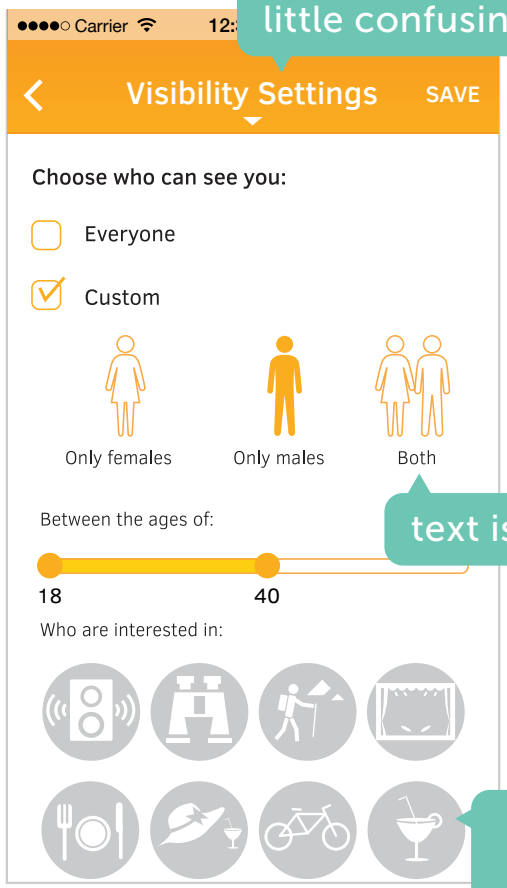
initial walkthrough was helpful

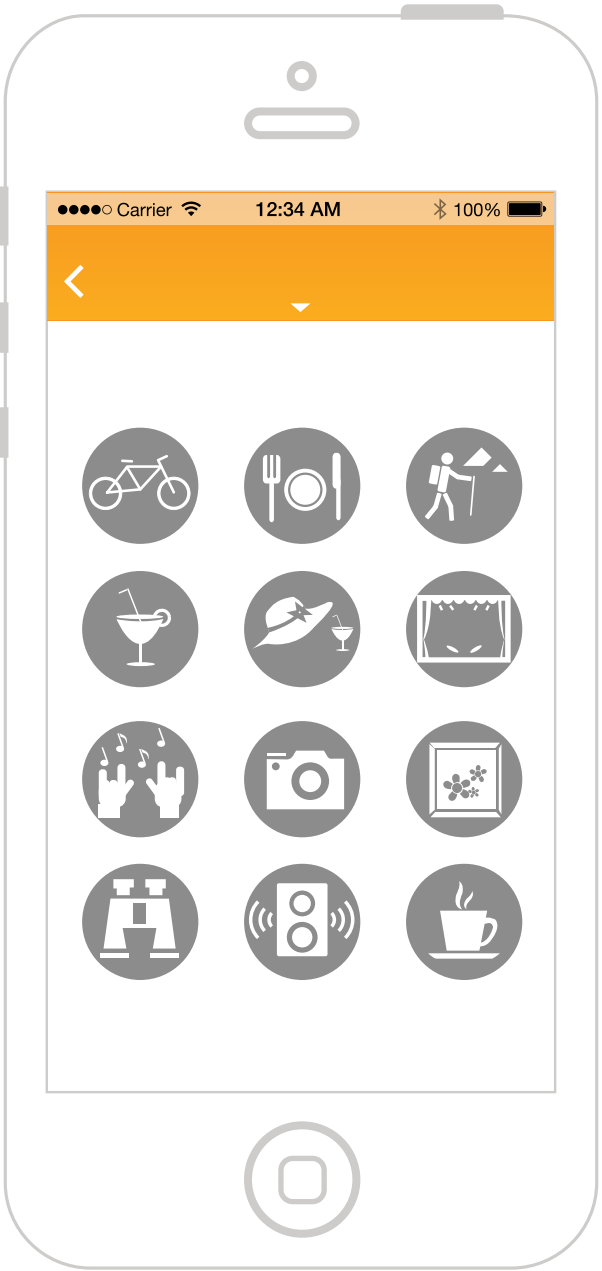


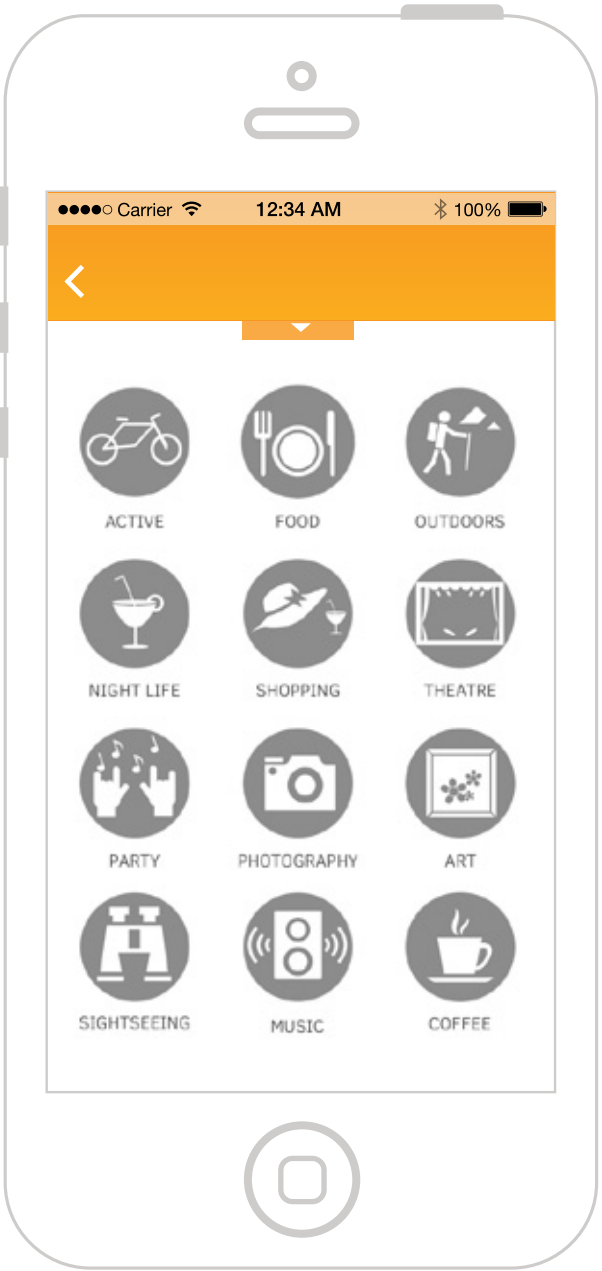
visibility idea is a little confusing

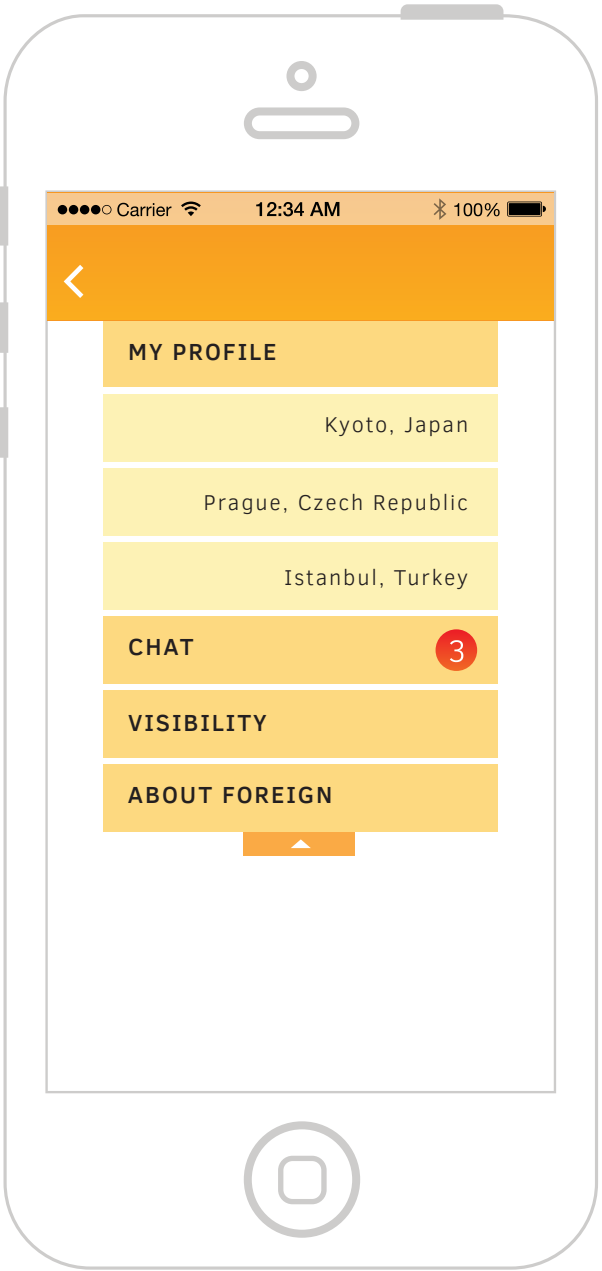
text is small

icons should be more “telling”




Carrier
12:34 AM
100%


Carrier
12:34 AM
100%
ACTIVE
FOOD
OUTDOORS
NIGHT LIFE
SHOPPING
THEATRE
PARTY
PHOTOGRAPHY
ART
SIGHTSEEING
MUSIC
COFFEE


Carrier
12:34 AM
100%
MY PROFILE
Kyoto, Japan
Prague, Czech Republic
Istanbul, Turkey
CHAT
3
VISIBILITY
ABOUT FOREIGN

APPLICATION WALKTHROUGH

BRANDING

We're all in the same boat.

- travelers have similar experiences
- origami boat = exploration abroad
- simple colours + legible typeface

FAB127

6CC6B3

foreign

Clear Sans

THE END