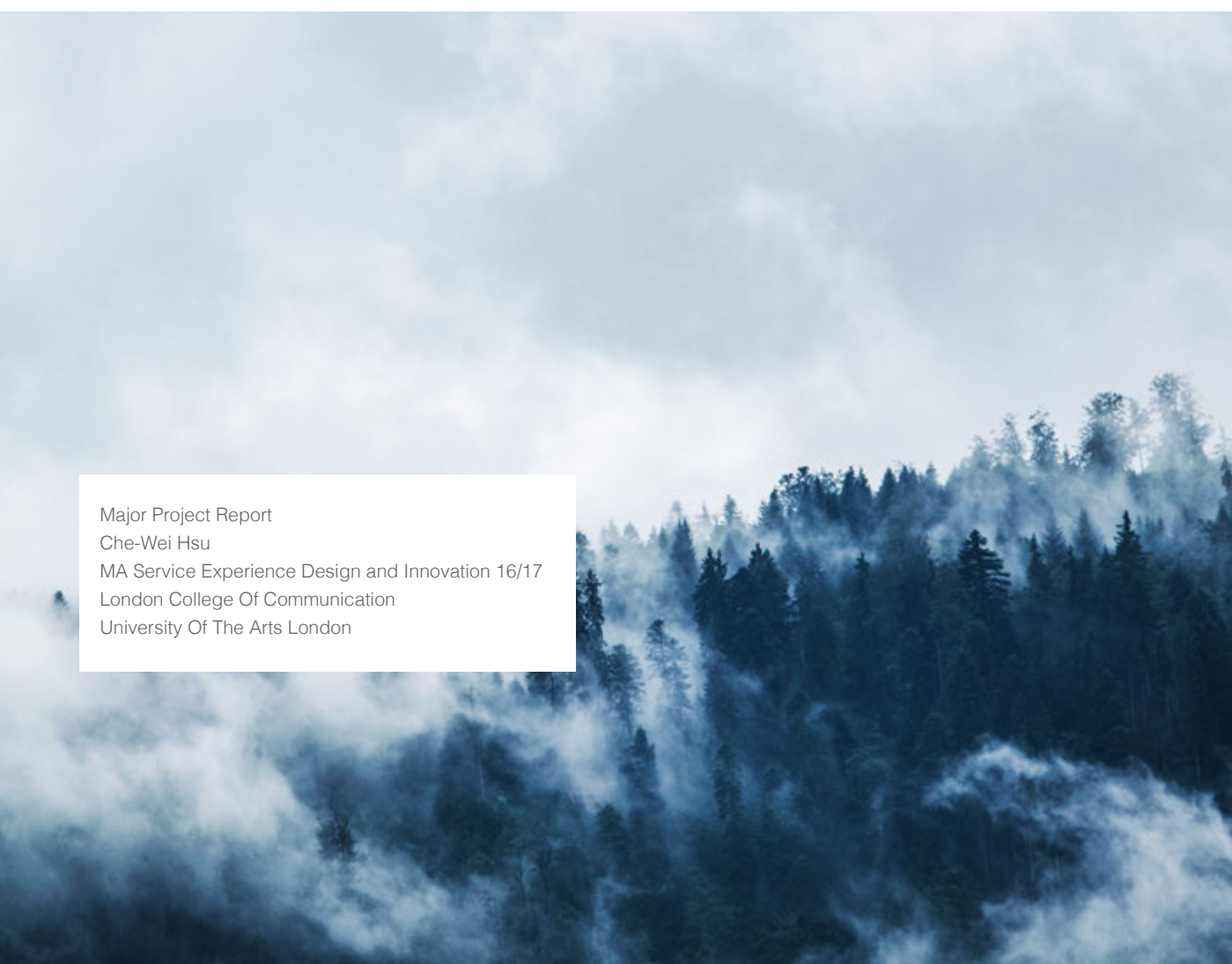


RESEARCH BOOK

IN-DEPTH TRAVEL EXPERIENCE

Major Project Report
Che-Wei Hsu
MA Service Experience Design and Innovation 16/17
London College Of Communication
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IN-DEPTH TRAVEL EXPERIENCE

RESEARCH BOOK

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CONCLUSION



CHAPTER 1

PROJECT BRIEF

Meaning to the world

Meaning to myself

The direction of execution

Project overview/ Design Process

MEANING TO THE WORLD

The problems are happening in the world

Compared to most previous years the international situation is relatively stable right now. Because of these relatively peaceful conditions, the number of travel activities are beginning to unceasingly grow.

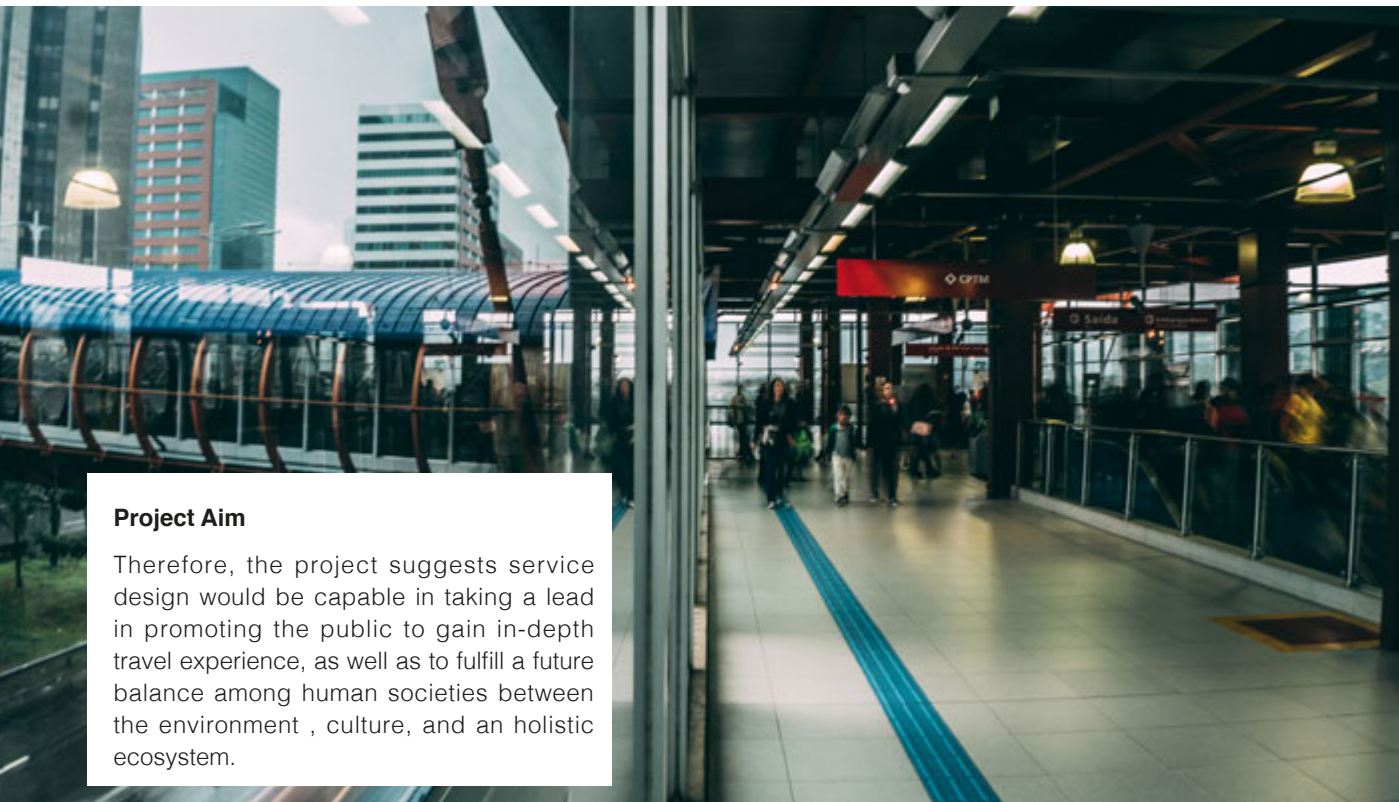
Capitalism dominates the current tourism industry

Travel is an enjoyable experience for tourists, but not for all locals. The tourism industry is depriving locals of their living space. Due to the development of tourism, local people are unable to go to the same familiar places to buy daily necessities, or have a meal in the local restaurants because of the crowds and queues. The local ecology needs to be transformed to accommodate the increasing number of tourists. Gradually, international brands are moving into the local environment, and hotels, luxury fashion brands, and famous restaurants will establish new branches to make profits from these new visitors. Eventually, previously innocent places lose their unique features, their identity and their natural attraction. Moreover tourists sadly often ruin the places they visit.

Sharing economy and Sustainability light up the tourism industry

On the other hand, (there is) an increasing number of countries would like to adopt, 'sustainability' as key factor in their nation's development. Travel is not only about domestic but also international sustainability. 'Sharing' is another key word people usually mention nowadays, when it comes to establishing a future business model. Sharing, economic opportunity current tourism, and ecology is rapidly changing from money- orientation to value-orientation. From a holistic viewpoint, and changing our emphasis from ecology to the individual aspect in the development of tourism, we might consider how we can strike a dynamic balance between the positive and negative influences of tourism, and also enhance people's travel experience in the next ten years'. This is the question we need to answer in this project.





MEANING TO MYSELF

self-motivation

In my opinion, I think travel is a means of finding happiness. The ancient Greece philosopher Epicurus explained that worshipping gods is a waste of time, that there is no existence after death, and that happiness is the sole purpose of life. According to Maslow's hierarchy of needs, Most of us have lived in the world without treats of death or worries of physiological needs, and human beings turn to pursue a higher level of gratification. Travel is the thing we usually link to seeking happiness.

When I travel somewhere, the journey is a sort of communication. The communication between me and locals enable me to explore the nature of culture, the communication with myself helps me reflect on my own life, That is the reason why I usually choose to travel alone. Travelling alone provides me with more opportunities and space to open these

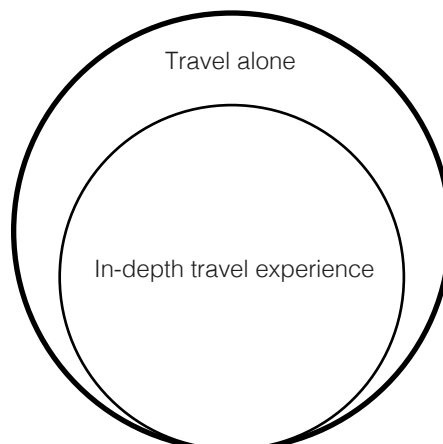
communications, and then further contribute to a more meaningful travel experience. Beyond our own borders is another aspect of travel, we appreciate features of other cultures and then respect the differences existing between ethnic groups, in other words, travel is one of the most import activities in the pursuit of balanced outlook.

Therefore, through our psychological sector to future envisioning of human societies, we realise that travel is a healthy, beneficial HUMAN activity (to human-being), however, we seldom really fulfill the BENEFITS of travel. Most people are tourists, not travelers, travel becomes a tool of showing off. We hang on social media and confine ourselves in our own cultural context. These phenomenons spur me to think about how to design travel in order to lead the way back to its pure meaning.

Seeking happiness



Travel



THE DIRECTION OF PROJECT EXECUTION

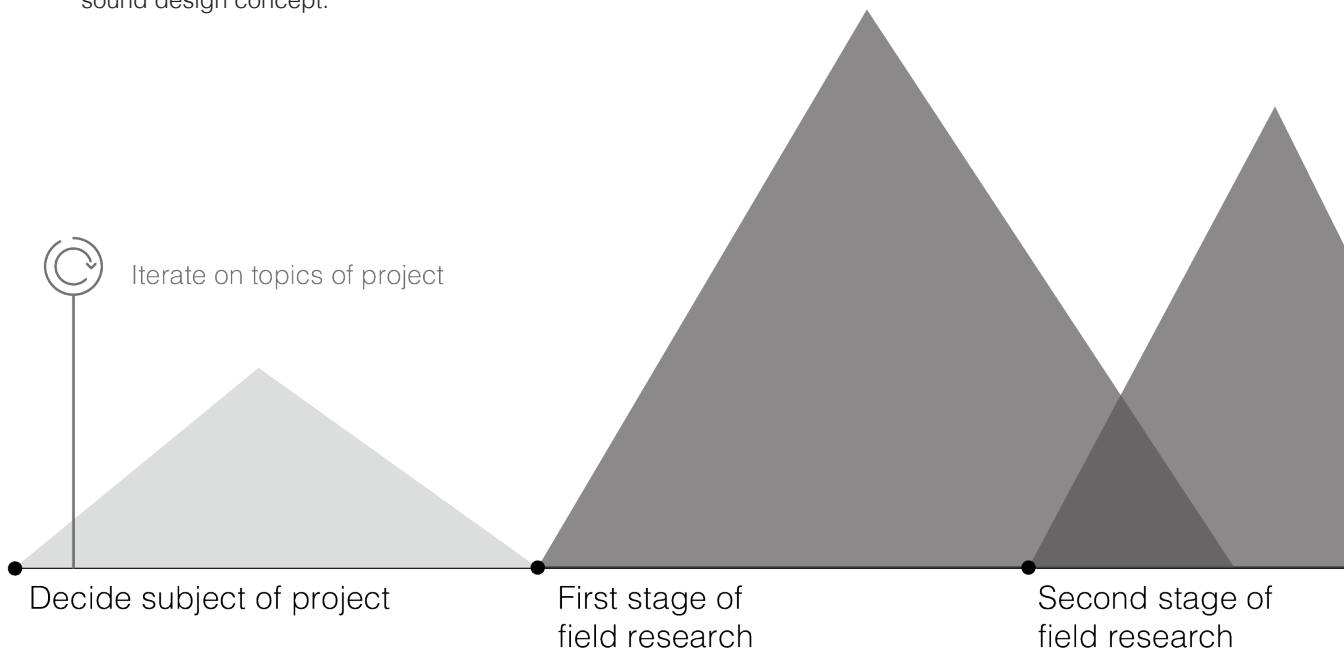
Travel is the human behavior, there are diverse travel styles among individuals. The activities of traveling is not being constrained in any particular, closed process or system, people can easily personalize their travel journey. Therefore, the execution of this project would start from looking into individuals sector and then extend to system/ ecology sector.



PROJECT OVERVIEW

DESIGN PROCESS

This design process presents the course of project development from April to November 2017. Each triangle symbolized divergence and convergence of thinking, the height of them represent the relative extent of divergence. We can also tell that it's not a linear process, the project experienced numerous times of try and error. There are numerous iteration happening, especially in the developing and delivering phase. These iterations help the project clarify the direction and refine rough ideas into a sound design concept.



BEFORE PROJECT

Activities

- Converge Thinkings
- Clarity motivation
- Decide the topic

DISCOVER & DEFINE

Activities

- Shadowing
- Conduct interviews
- Participatory observation
- Culture probe/ Write diary

Activities

- Converge data
- Catch insights
- Plan the experiments for field research in stage 2

April

May

June

July





CHAPTER 2

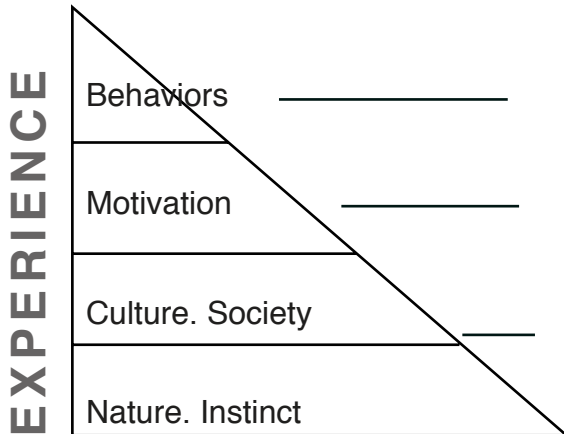
RESEARCH OVERVIEW

The Structure Of Research

The List Of Methodologies

STAGE 1

Individual sector



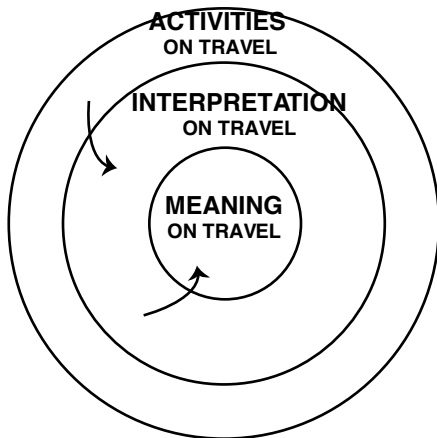
Understand context of travel

How people plan their trip?
 How people interact with foreign culture?
 Secret, unique techniques for enjoying travel journey?
 What factors contribute to an unforgettable memory?

Why people decide to go there?
 Why people do travel?
 The barriers, drivers of trying different travel style?

How cultural factors influence our cognition towards travel?
 What are differences of travel habit between people from different country?

What natural, instinctive factors drive people to do travel?



Understand meaning of travel

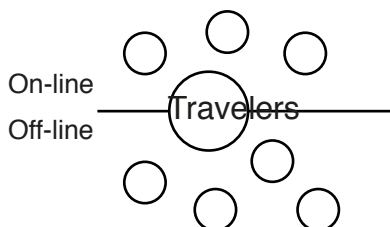
What are the meanings of travel? Why travel is meaningful for individuals?

What kind of travel style we would define as in-depth travel experience?

What we gained from travel?

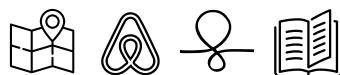
System sector

Stakeholders & Roles in tourism



Benckmarking

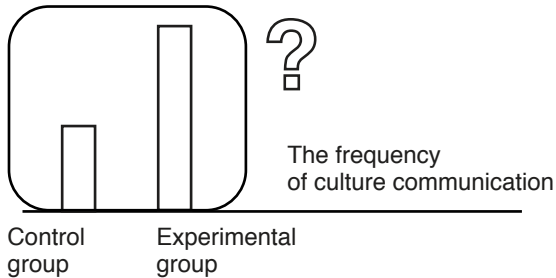
Understand the benckmark of travel service



STAGE 2

based on the insights, understandings, findings in the first stage

Experiment



Raised self-proactivity of communication with foreign culture



Changed the orientation of sensing travel journey

THE STRUCTURE OF RESEARCH

In this project, the research is divided into two phases. In first phase of research, aims to understand the context of travel, the meaning of engaging in travel and the spectrum of tourism industry. After a holistic comprehension of the subject, researchers are mainly doing experimental explorations based on the insights collected from the first stage. The aim was to insight the subject beyond existing experience. Through doing experimental activities, the researcher can discover more unexpected findings, and engage in innovative thinking. Furthermore, benchmarking also played a critical role in this

project, which provided valuable information about business model, creativity, and value proposition of current travel services.

The list of research methodologies

- Safari/ shadowing
- Contextual interview
- Benchmarking
- Culture probe
- Autoethnography
- Participatory observation
- Co-discovery activities



CHAPTER 3

RESEARCH METHODOLOGY

Behaviors observing
Learning from cases
Contextual investigation
Self exploring



BEHAVIORS OBSERVATION AND REASONING

Shadowing. Unstructured Observation

AIM

As the first activity of field research, shadowing helps the researcher gain empathy on different travel styles. Through shadowing, the researcher was more able to temporarily abandon his own thinking on the design subject, and turn to stay focused on others' travel experience.

EXECUTION

Taking advantage of the great popularity in London. Through walking in tourist places, the researcher interacted with diverse types of travelers and tourists. The researcher looked into people's behaviours, activities, emotional reactions, and further speculated on the possible context and motivation behind these. Since shadowing is an unconstructed activity, the researchers also collected a great number of interesting, unexpected findings, which were helpful in the development stage.

RESEARCH QUESTION

- What are the difference between tourists/ travelers from appearance?
- Which senses tourists/ travelers use while traveling?
- Which tools tourists/ travelers would use while traveling for helping them record the trip?
- In unfamiliar places, how tourists/ travelers navigate themselves?
- What is tourists'/ travelers' pace while traveling?
- We would smile at which moment?
- What kinds of things tourists/ travelers usually get interested in?
- How tourists/ travelers interact with the foreign environment?

FEATURE

Duration: 5 Hours



Big Ben



London Eye



St. Paul



Borough Market



Tower Bridge



LEARNING FROM CURRENT DESIGN CASES

Participatory observation/ Benchmarking

AIM

In this session, I aimed to emphasise three points: 1.Business model 2.Value proposition 3.Creativity. On the other hand, I categorized all the service cases into two big genres: on-line and off-line service. Furthermore, the focus not only on understanding how their current situation is, but also analysing how they developed into the current scale.

FEATURE

Participatory Observation

Coach surfing: Stockholm, Sweden
Airbnb experience: Kent, England

Benchmarking

On-line: TripAdvisor, AirBnB, CoachSurfing
Off-line: Lonely planet guidebook, Ordnance Survey: Travel Map

EXECUTION

1. Analyzed how LonelyPlanet, OS map guide people's travel journey.
2. Engaged AirBnB experience tour, try CouchSurfing service.

CONTEXTUAL EXPLORATION THROUGH SHARING TRAVEL EXPERIENCE

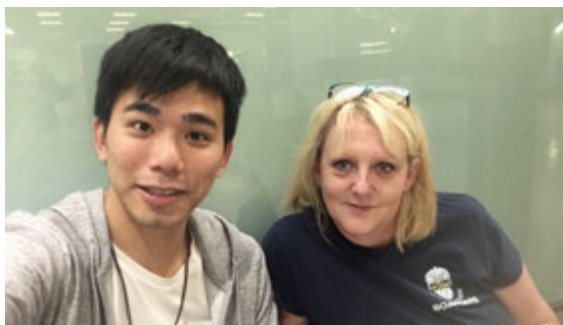
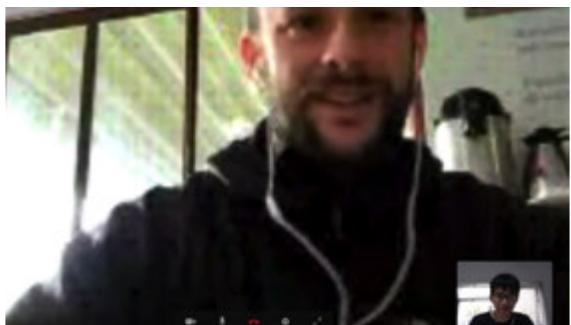
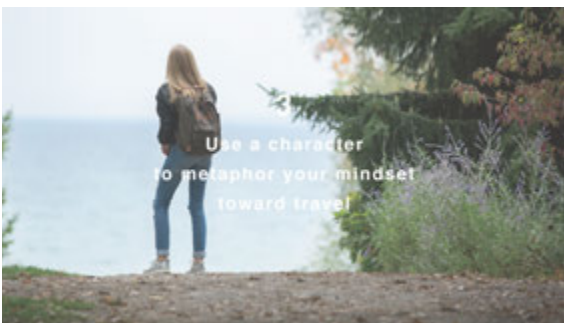
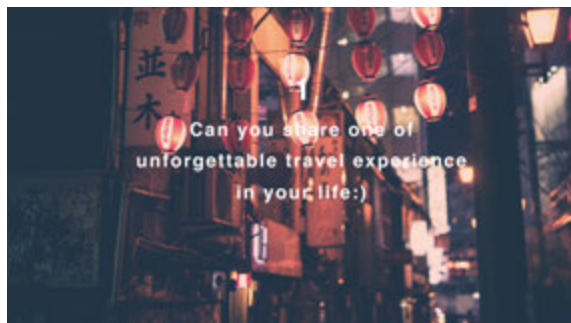
Contextual Interview. Co-discovery 101 travel stories project

AIM

Contextual interview is the main methodology I used, in order to gain in-depth insights from interviewee's experience and their own subjective interpretation of the design project. On average, qualitative field research would pick up 6 to 10 people to do interview, but I extend the number of interviewees to over 30 for balancing the advantages and disadvantages of qualitative and quantitative research. Another reason about approaching more people in this section is that I was considering raising public awareness not only in the delivering phase, but also during the discovering phase. In the course of sharing our opinions on travel, interviewees also can reflect on their past travel journeys, and consider exploring more cultural things, and communicating with locals more frequently on their next trips.

EXECUTION: 101 travel stories project

From July to September, I conducted a wide ranging contextual research. In order to explore this subject in an extensive way, I launched a sub-project: of 101 travel stories. I set three open questions about travel and invited people to reply. These sub-project not only helped me approach people on different occasions, but also facilitated interviewees and allowed an open in-depth dialogue with interviewees. The strategies of executing this sub-project was based on sharing instead of just Questions & Answers. With the goals and equal status between researcher and interviewees, people felt more comfortable to express their experience and feelings about their travel. In the course of conversations, participants could step-by-step discover their own meaning of travel.

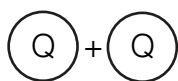


RESEARCH QUESTION

1. Can you share one of unforgettable travel experience in your life?
2. Can you tell me some of tips about planning your ideal trips?
3. Use a character to metaphor your mindset towards travel?

FEATURE

Qualitative + Quantitative



Average 32 mins / each interview



Airport, Piccadilly circus, Skype with people based in Brazil, Holland, France, Australia, Taiwan



SELF EXPLORATION, EXPERIENCING AND REFLECTION

Auto-ethnography, culture probe

AIM

Auto-ethnography is a form of qualitative research in which an author uses self-reflection and writing to explore his/her personal experience and connect this autobiographical story to a wider cultural, political, and social meaning and understanding. (Carolyn. E, 2004) In order to explore the design space where innovation might occur, auto-ethnography helps this project gain reflections beyond existing user experience.

EXECUTION

I conducted two experimental activities during the travel journey. These two experiments are based on the two conclusions I defined in the first phase of research: 1. most unforgettable travel experience is correlated to the sense stimulations of hearing, smelling, and touching. 2. the depth of travel experience depends on how much we communicate

with the local culture. The first experiment is about recording sounds during the travel journey, the second one: about interacting with 5 local people every day on their trip. During the period of executing experimental activities, I reflected on my own feelings on the outcomes of experiments for contextualization and reasoning.

RESEARCH QUESTION

What if I change the dominative sense of feeling the travel experience?

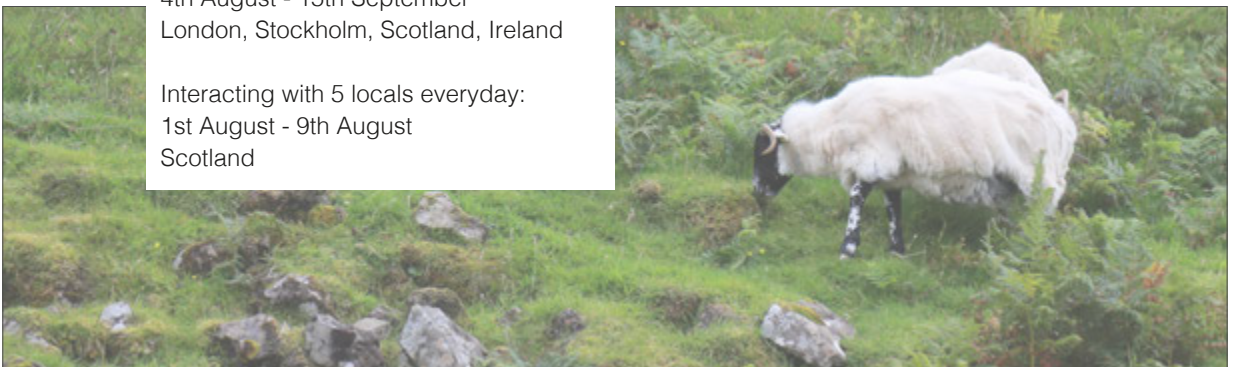
What if I force myself to interact 5 local people everyday during travel?



FEATURE

Collecting Sounds:
4th August - 15th September
London, Stockholm, Scotland, Ireland

Interacting with 5 locals everyday:
1st August - 9th August
Scotland





CHAPTER 4

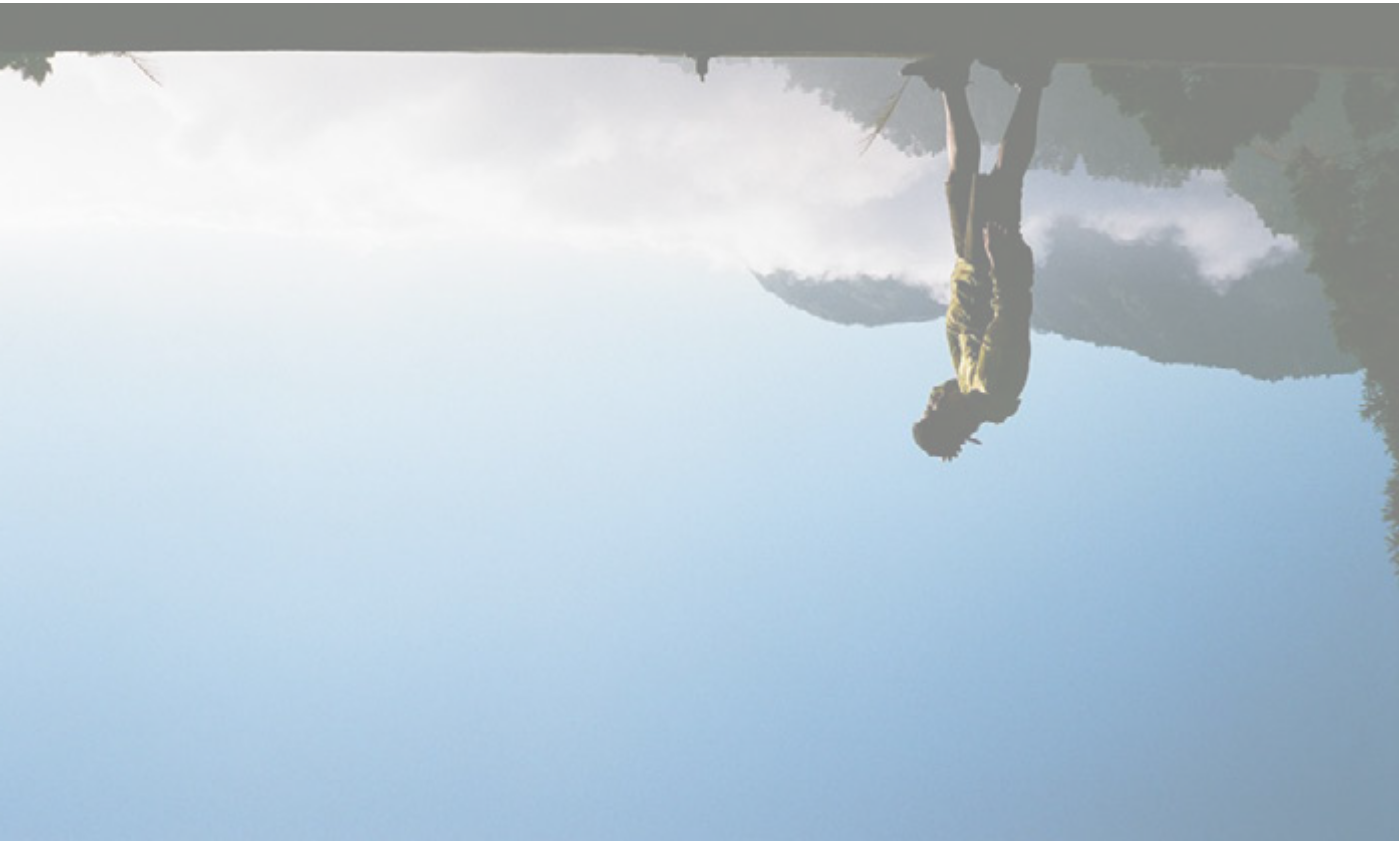
INSIGHTS

Characteristics of Travel experience

Travel experience and memory

Interactions

Others



Insight. Part I

CHARACTERISTIC OF TRAVEL EXPERIENCE

- Travel is a uncertain, random journey
- The role of digital devices in travel experience
- Driver and barriers of travel alone

TRAVEL IS A JOURNEY WITHOUT ORDER AND CERTAINITY

Non-directivity of travel journey

Most cases of user experience design could be contextualised into a specific process on a timeline, such as on-line shopping, visiting museum, having dinner in restaurants, etc. However, user experience of traveling is out of spatial and temporal control, the activities travelers engage in, the situations in which they find themselves, when they occur all these questions are uncertain, for instance, we probably would change our destinations because we just met a new friends during the trip. We could only define the start and finish point of travel journey, but during the travel journey, experience is composed of a series of stochastic incidents.

The insight from: Shadowing, Contextual interview

THE ROLE OF DIGITAL DEVICES IN TRAVEL EXPERIENCE

Digital devices might disturb travel experience

Travel experience is based on the physical interaction with a foreign environment. When people use their mobile devices, there is a pause in their travel experience since these devices separate them from physical engagement with their environment. Unlike most design projects, the role of mobile is defined as the opportunity of optimising user experience, but these digital aids might weaken the experience of travel.

The insight from: Shadowing, Contextual interview, Participatory observation

Part 1. Characteristics of Travel experience

DRIVERS OF AND BARRIERS TO TRAVELLING ALONE

BARRIERS

Fear of danger
Fear of loneliness
Too much effort

DRIVERS

Opportunities (Work trips)
Turning point in life (Gap year, career transition, health issues)
Word Of Mouth (Encouraged by friends)
Longing for freedom
Lower Budget

Being a solo-traveler is not an easy thing for everyone. From my field research in the first stage, over 80% interviewees agreed that travelling alone is an interesting thing to do and worth a try, but only 45% interviewees had experience of being a solo-traveler. The barriers of travelling alone are fear and effort. On the other hand, some people have an urge to try this, such as traveling in the spare time on work trips, facing turning points in life or being encouraged by friends.

The insight from: Contextual interview





Insight. Part II

TRAVEL EXPERIENCE AND MEMORY

- The depth of travel experience
- The ways of traveling from A to B
- The feeling from other senses
- Something unexpected

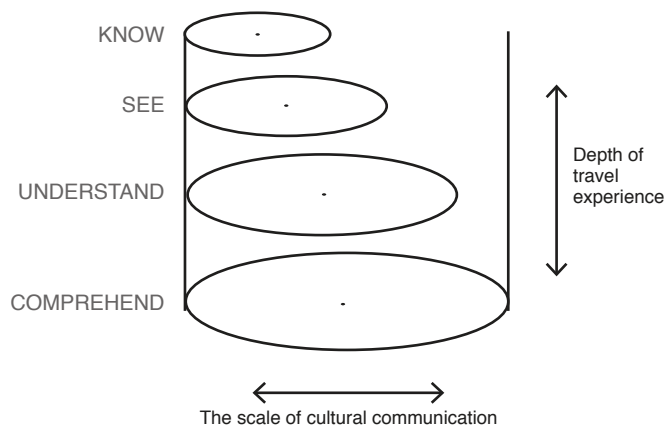
THE DEPTH OF TRAVEL EXPERIENCE

how travelers engage local culture

DEFINITION OF IN-DEPTH TRAVEL EXPERIENCE: cultural communication

The depth of travel experience is quite difficult to measure objectively, but it is closely related to how travelers communicate with local culture. There are four levels: Knowing, Seeing, Understanding, and Comprehending.

- Knowing: Simply having some superficial impression of the culture
- Seeing: Just experiencing the culture by looking.
- Understanding: Understanding the features of the culture
- Comprehending: Gaining a comprehensive understanding of the cultural context, even becoming immersed in it.

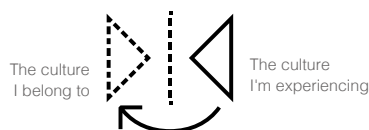


The insight from: Contextual interview

Part 2. Travel experience and memory

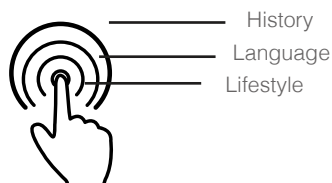
DEFINITION OF IN-DEPTH TRAVEL EXPERIENCE: Self-Reflection

Another internal factor of in-depth travel experience is about reflection. People have different reactions when encountering cultural difference, depending on their different personalities. This difference can make people reflect on their own identity, life, or even philosophy. Through self-reflection, we can deepen our travel experience and make it more impressive and meaningful- the core value of in-depth travel experience.



The 'CULTURAL COMMUNICATION' IN TERMS OF TRAVEL

One of main purpose of travel is to experience foreign cultures. The extent of our understanding of local culture determines the depth of our travel experience. For travelers, there are three dimensions to culture: History, Language and Lifestyle. The greater extent of our understanding of local culture, the more profound our travel experience becomes.



The insight from: Autoethnography. Contextual interview





Part 2. Travel experience and memory

THE WAYS OF TRAVELING FROM A TO B in the urban cities

The course, context instead of destinations.

One of the differences between tourists and travelers is how they use different ways to reach their destinations. Walking, cycling, taking buses are slower ways to travel, but help travelers take continuous view of their surroundings. When people experience every moment, instead of only concentrating on the destination, they would be more likely gain an unforgettable travel experience eventually.

The insight from: Shadowing, Contextual interview

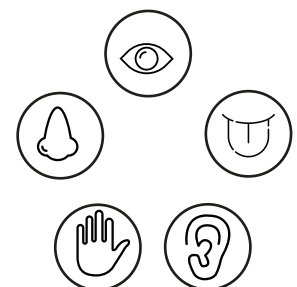


THE FEELING FROM SENSES

The unfamiliar environment activates our sensations

For most people, basically, travel is about sightseeing and tasting foreign food, which means the senses of seeing and tasting dominate their sensation of travel experience. However, we usually neglect the contribution of hearing, smelling and touching. From the unforgettable travel stories interviewees shared, I noticed that they spent more time on describing their feeling, such as the feeling of fresh wind blowing on their faces, the music they heard on the street, and the warm of sunshine, etc. This indicate, there is a strong connection between our memory and the sensations from our hearing, touching and smelling.

The insight from: Autoethnography. Contextual interview





SOMETHING UNEXPECTED

something unexpected makes travel journey to
be unforgettable

There is a gap between travel information and real engagement, - travel information helps us imagine the place we are going to visit, but eventually our travel experience comes from real, physical engagement. However, because of this gap, there is always some unexpected happening during our travels and these kinds of incidents, and moments are usually the things people remember after their trip. This is also the reason why some travelers choose to be solo-travelers, since they have a greater possibility of encountering something unexpected.

The insight from: Cultural probe. Contextual interview



Insight. Part III

INTERACTIONS OF TRAVEL

- When we record sounds
- Take pictures by film camera
- The power of handwriting notes from locals
- Maps
- Traveler-friendly local business

TRAVELER FRIENDLY LOCAL BUSINESSES

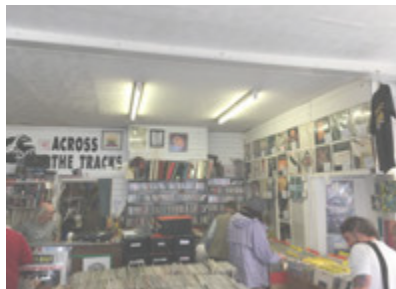
Local businesses help travelers explore local places

Undoubtedly, the local businesses usually are a miniature of local culture. Travelers would visit some shops with local cultural characteristics, and some of them would ask the shop keepers to recommend places worth visiting. The people who own local business always have some knowledge and ideas /opinions of their local culture. Travelers can absorb this local knowledge and understand more fully the cultural context. This knowledge can help travelers more fully appreciate the local lifestyle and visit the places with local colour.

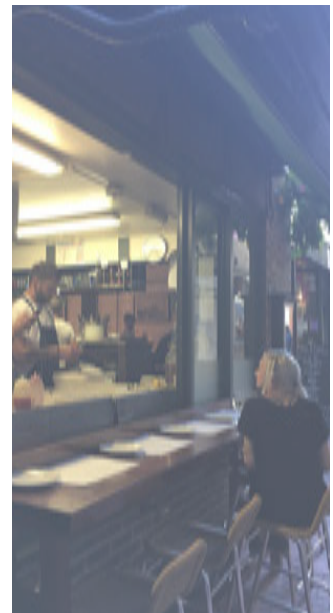
The insight from: Contextual interview. Autoethnography



Bar in Aldgate East, London



Record store, Brighton



Restaurant in Brighton



Proper order Cafe, Dublin



Mitre Tavern, Portsmouth

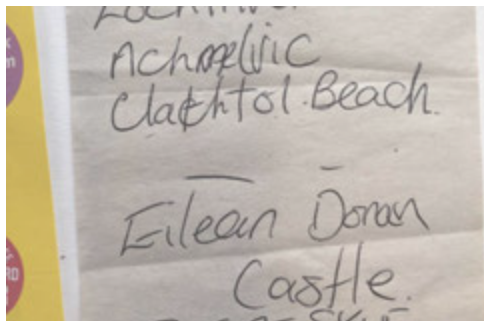
Part 3. Interactions of travel

THE POWER OF HANDWRITTEN NOTES FROM LOCALS

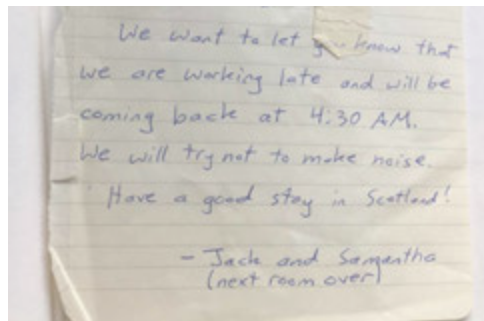
Notes from locals deliver their local knowledge, handwritten scripts deliver their warm kindness

When travelers and locals chat about possible trips, locals usually give travelers some travel advice based on their living experience. Some people choose to write down their advice on paper, and give it to travelers to help them explore the real features of their city. Travelers not only receive a unique travel guide but also are appreciate their notes and the kindness of strangers. Notes from locals deliver their local knowledge, handwriting scripts reveal warm kindness from locals.

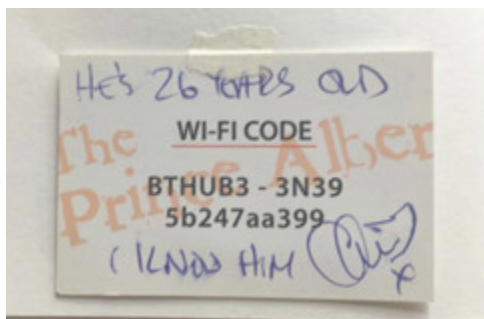
The insight from: Autoethnography



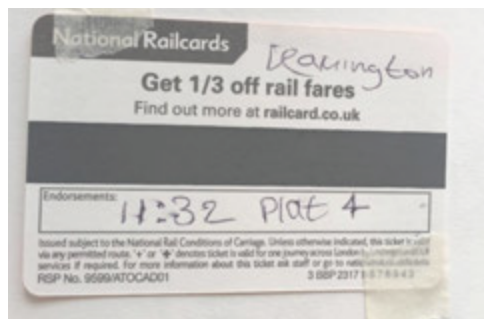
The script from the manager of Cafe in Highland, Scotland
She recommended some local places to visit



The script from my AirBnB flatmate in Edinburgh, Scotland
He wrote the notes for informing us that they will come back late.



The script from the customer of tavern in Brighton, England
He introduced his restaurant and wrote down something only he and I know.



The script from the conductor in Marylebone station, London
He wrote the notes for reminding us where we should change.



MAPS

Maps is an interface between travelers and foreign places, and could be reinforced by locals.

Travel is a location-oriented activity, travelers usually spent time on finding the places they plan to visit. Despite people usually using Google maps to navigate their journey, it is common to see many travelers/ tourists on streets holding a physical map in their hands. Compared to digital ones, tangible maps are a more interesting navigation tool. People can understand the geographical orientation and find their route through maps. Furthermore, when travelers ask for directions of locals, they can often be given notes which, after the trip, may become a unique map for travelers, even a souvenir.

The insight from: Contextual interview, Autoethnography

Part 3. Interactions of travel

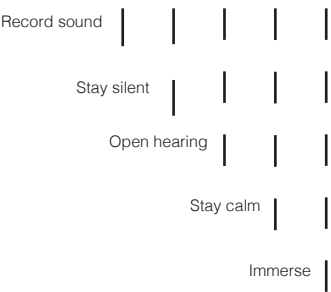


WHEN WE RECORD SOUNDS

sounds link to atmosphere, recording
links to our attention of conscious



1. From the sensual aspect, we can tell that sounds contribute to the atmosphere. The sounds from travelers' journey records remind them how the places felt like at a particular moment. Furthermore, the feeling is picked up by recorders, can also make other listeners image the atmosphere of the places their friends/others have been.



2. In the course of recording sounds, people need to keep silent to allow microphones to collect the pure sounds from the environment. When people stay silent and calm they tend to focus on their sense of hearing, which helps them to immerse themselves into the atmosphere of their environment.



TAKING PICTURES BY FILM CAMERA

slow down, immerse, and then take that moment

Taking pictures by a traditional film camera takes time. It entails spending a longer time on looking and focusing through the camera viewfinder and waiting for a good moment. The view from the camera viewfinder is a smaller scale of the scene, which helps people stay focused on what they are looking at without interference.

There are 36 photographic films in each roll, which is a limited number. People cannot take as many photos as they can, the camera enable people to cherish more on each good moment. Compared to a digital camera, film camera this makes people take time - waiting for the best moment to record a treasurable image.

The insight from: Contextual interview



Insight. Part IV

OTHER INSIGHTS

- The sharing model of AirBnB
- The sharing model of Couchsurfing

SHARING MODEL BETWEEN AIRBNB & COUCHSURFING

how 'trust' begin in sharing economy

In the AirBnB case, the sharing starts with people who have the means to share accommodation, and travelers use this trendy on-line platforms to find these people. Doing this necessitates trusting these strangers who seem to be prepared to share. Furthermore, in a capitalist society, people are defensive, and more willing to trust others when there is some insurances involved. The money transaction establishes the trust relationship between householders with accommodation and tenants.

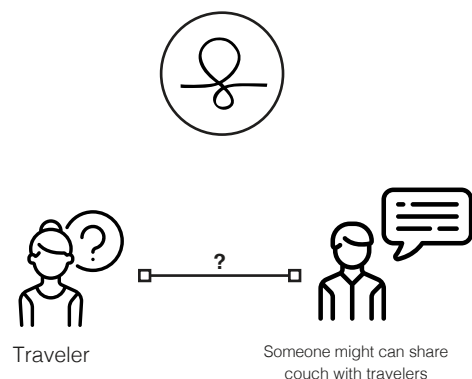
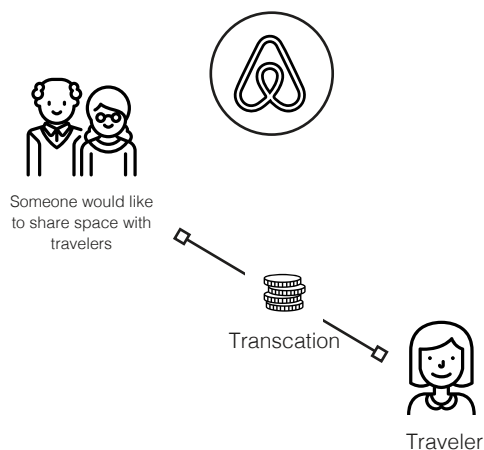
On the other hand, in the couch surfing case, travelers need to ask strangers for accommodation proactively and then wait for these strangers to meet their requirements. The agreement between householders and travelers lacks any foundation of trust, since we have no

idea of why this person would like to share their spare space, and the work that involves.

Therefore, the key points of building up a feeling of trust are:

1. Enquire why people who are able to share would like to share
2. Explain people's motivation for sharing.

The insight from: Benchmarking





CHAPTER 5

PREPARE FOR DESIGN

Traveler journey map

Stakeholders map

Personas

Co-design workshop

PLAN

"Hey, shall we travel ...? "

Travel invitation from friends, life-partners, family

"I can travel to... in this work trip! "

Opportunities

"I'm so tired, it's time to relax... "






Strong external pressure and ask for a short break

"I visit one country every year! "

Strong internal motivation on travel

"What the meaning of life? "

Seeking for life meaning, ask for a long break

- 1  Search for travel information
- 2  Book transportation ticket
- 2  Find somewhere to sleep
- 3  Plan the details of journey
- 4  Package, preparation

TRAVEL



airport

train station



Restaurants/ pub

tasting local food or drinks

Interact with
restaurant staffs



Express

Walk. Drive
Public transports
Cycling



Navigate

Digital Maps
Physical Maps
Guidebooks



Record

Photos. Videos
Diary. Souvenirs



Show off

Sharing things on
social media

Tickets
Information
Luggages

TRAVELER JOURNEY MAP

PLAN STAGE

There are five quotes presented, representing different motivation for traveling, e.g. 'What is the meaning of life?' shows the personal internal motivation: seeking for life's meaning. Once people are motivated they need to take five steps : 1. Search and decide the place to visit 2. Book the flight ticket and accommodation 3. Plan the details of their trip, such as which attractions are on offer on different tours. 4. Packages available

TRAVEL STAGE

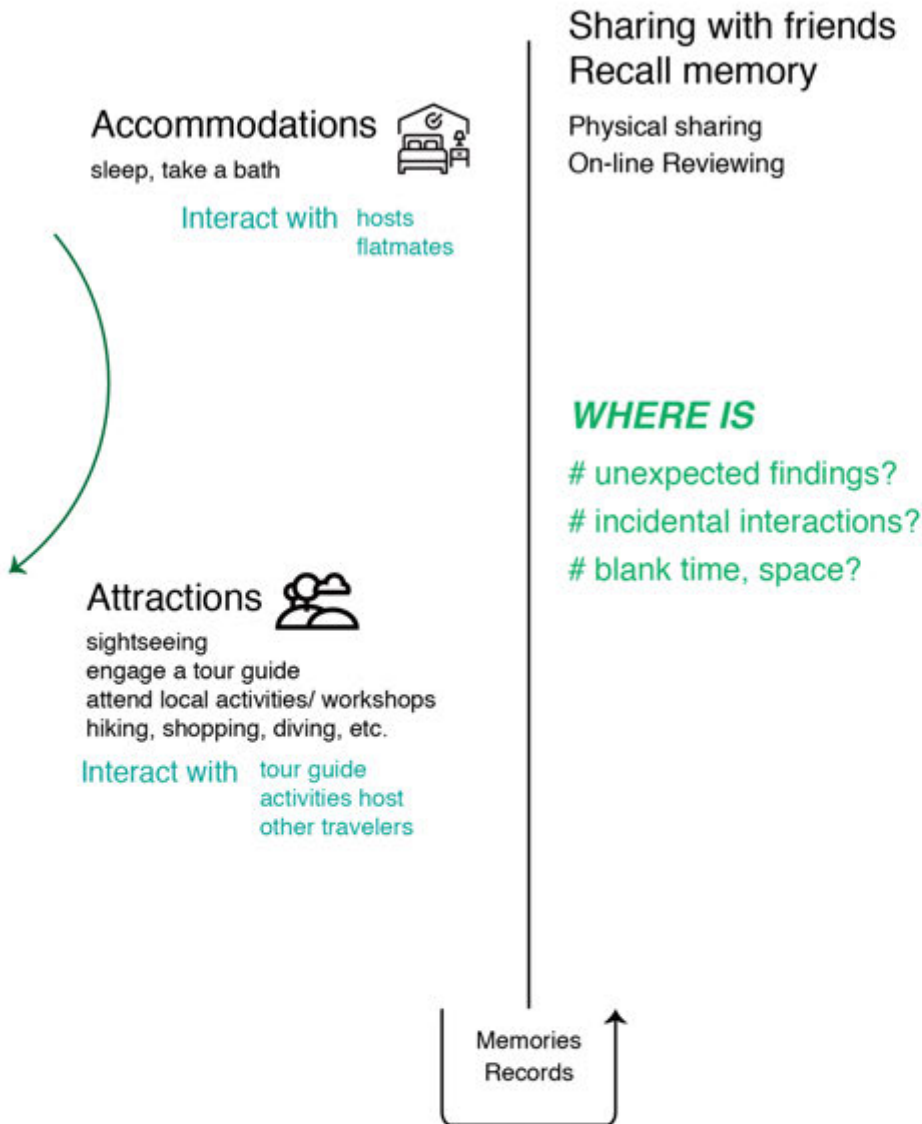
All activities are location-oriented, people always travel from one place to another place. There are three categories of places: attractions, accommodations and restaurant/ dining places. In each place, one can communicate with different kinds of local people.

There are four things we would do continually In the course of travel:

Express: Approach destinations

Navigate: Discover the available ways to travel to a particular place

RECALL



Record: Record travel journey

Show off: Share the experiences of the travel journey
 on social networks./with friends and relations

RECALL STAGE

We would recall travel memories someday in some occasions. There are two categories of recalling: physical sharing and on-line reviewing.

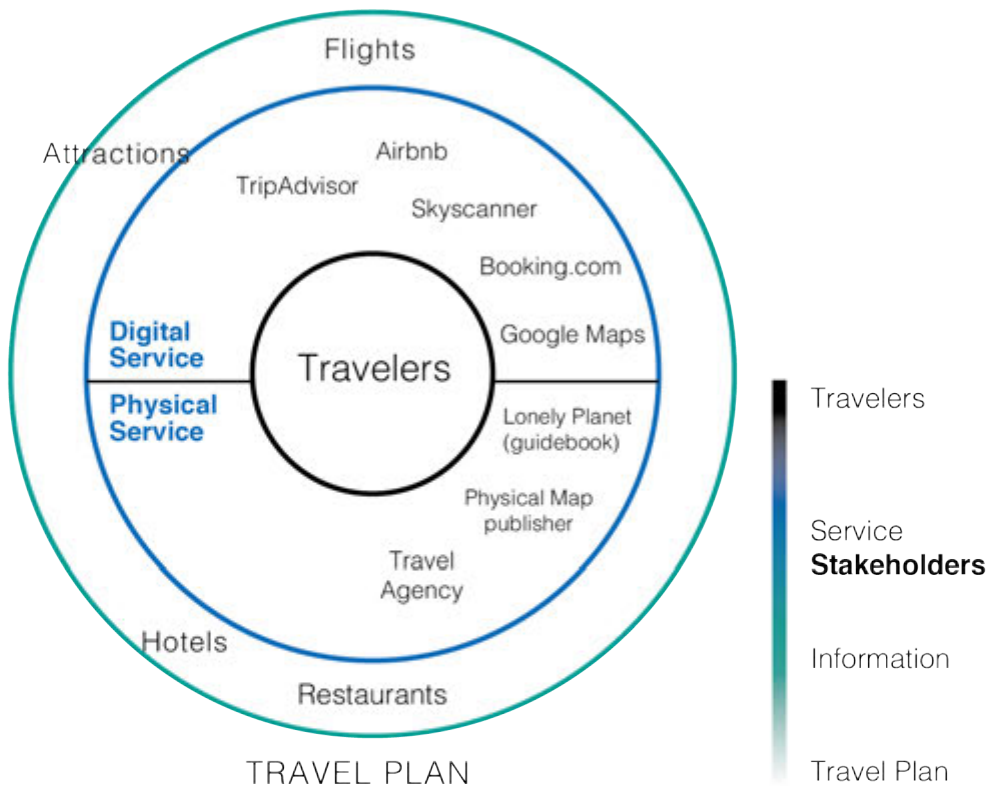
Physical sharing: when family party, or during the dinner with friends.

On-line reviewing: when people review the things they shared on-line before. The visible touch points are the records we collected during the travel journey, such as photos, videos or souvenirs.

OTHER

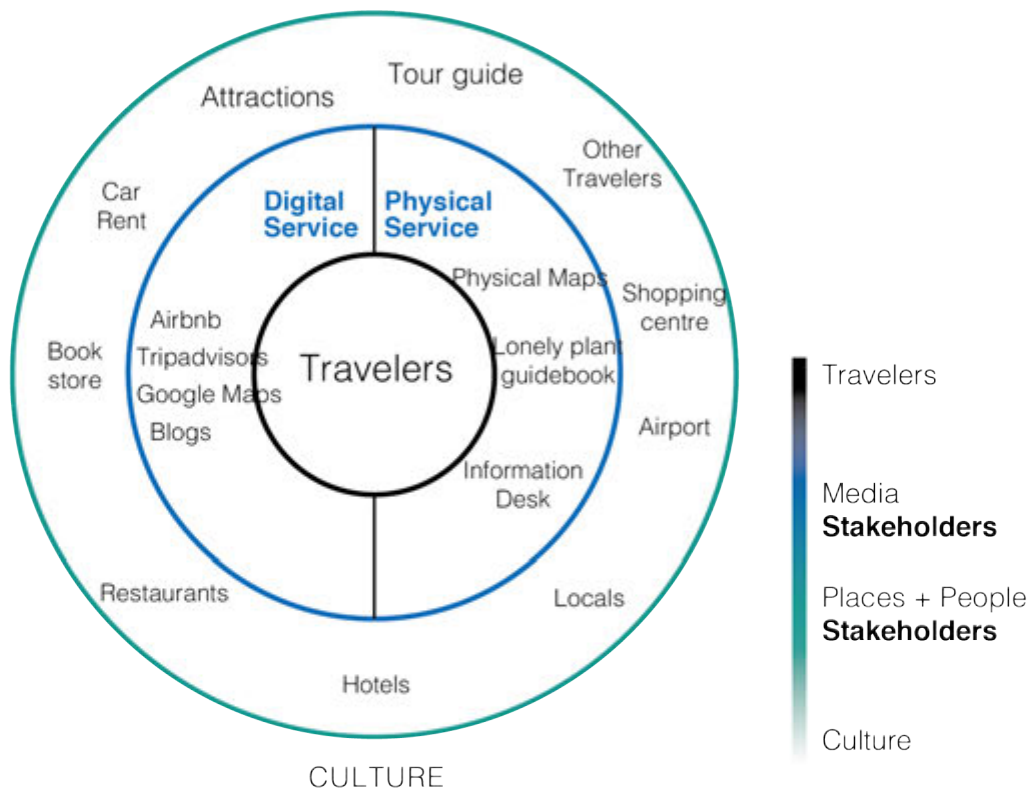
Despite this diagrammatical presentation of the journey details from pre-travel to post journey, there still remains some experiences we may not be able to include, for example, lost properties, mishaps, meeting new friends on the street, finding a secret place in the city, etc. These unexpected things sometimes give particular meaning to travel for the traveler, and in turn contribute to an unforgettable memory of the experienter.

STAKEHOLDERS MAP



BEFORE TRAVEL

All stakeholders (inside blue circle) at this stage help people plan their trip. Before the travel journey begins, travelers would access different services in the planning of their trip, like AirBnB, Booking.com for searching accommodation, Skyscanner for booking a flight ticket, Tripadvisor for finding a good restaurant, etc.



DURING TRAVEL

During travel, travelers need to find their way round an unfamiliar environment, so that they would use a travel app, Google maps, guidebooks, etc., to guide them. Moreover, these services/ stakeholders provide information and then link travelers to local places, or local people. A sequence of these local factors are important contributors to our travel experience.

PERSONAS

From the insights of field research, there are two personas defined in the project. If we refer to the traveler journey map presented previously, we can tell that persona 'Jay' is the traveler on Travel stage, and persona 'Dolores' is on Plan stage. Jay is a man who loves travel, but lacks confidence to interact with locals. This persona is corresponding to 'how to help people gain in-depth travel experience'. On the other hand, Dolores is a woman who never travels alone.



JAY HUDDLESTON

24. British. Student

energetic. independent. strong-willed. free- spirited. budget person

About Jay

The guy who loves travel, a student, want to travel around the world, usually spend 2 days in the city, and move to another country. usually travel in capital cities. seldom communicate with locals, usually rely on blog or on-line platform to help him travel.

Devices

Mobile phone, iPad, Earphone, Camera. Maps







Brand

Airbnb. Trip-advisor. Instagram. Spotify. Google Map







Habit

Photography, Art & Design, Music, Foreign food,






Hesitation

“ I am not good at interacting with foreign people, despite I feel comfortable to travel alone. I like to be solo-travelers, because I can travel in my own pace. and also because of this, I usually keep silent for a whole day, only share my trip with my friends on-line. ”

Confidence in travel alone

- 5 Very High
- 4 High
- 3 medium
- 2 Low
- 1 Very low

This persona reflects one of project aims: how to help people try different travel styles. As part of persona defining, I brought these two persona to the co-design workshop, and the participators were required to come up with some ideas to solve their problem in the travel journey.



DOLORES MORRISON

30. Spanish. Office lady

lazy, timid, cautious, a pleasant companion, socializing

About DOLORES

The lady who loves travel, always travels with friends, or family. She has some close friends who sometimes travel alone, and heard a lot of amazing travel stories about being solo-travelers from them. She would like to try travel alone, but hesitate about some points...

Confidence in travel alone

● 5	Very High
● 4	High
● 3	medium
● 2	Low
● 1	Very low

Devices

Mobile phone, Laptop, Kindle.





Brand

Travel agency, Booking.com, Facebook, National geographic, Discovery







Habit

Reading, Hiking, Driving, Collecting things from countries






Hesitation

“ I would like to try traveling alone, but... It would be dangerous to women, isn't it? Moreover, when I see something interesting, who can I share with? On more thing, it seems to require me to plan a lot, it takes time and effort to do this... I know it would be amazing to travel alone, but how can I start it? ”

CO-DESIGN WORKSHOP

AIM OF WORKSHOP

Rationalisation: Refine and iterate the insights I collected from field research

Ideation: Ideate with end users and gain insights from their thinking

Objectification: Make design process to be objective before formal ideation session.

LOCATION



Dublin



Stockholm



London

DURATION

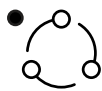


once

AGENDA OF WORKSHOP

● Host

○ Participators



SHARE TRAVEL EXPERIENCE (30mins)

Aim: Warm up the workshop through casual sharing of own travel experience



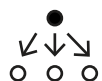
DEBATE ON TRAVEL SUBJECT (30 mins)

Each group comes up with 5 arguments of why doing/ not doing travel alone

Group I: people who for travel alone

Group II: people who against travel alone

Aim: Debating helps people empathize on different kinds of travelers. In this stage, people put their shoes on the people with different mindset and try to justify their own point of view.

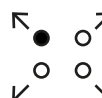


INTRODUCE THE RESEARCH INSIGHTS (15mins)

The insights from field research to participators

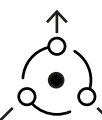
The Personas who they were going to design for

Aim: Provide the knowledge/ materials of ideation which are based on the outcomes of field research and introduce the personas they are going to design for. Continued from the pervious stage, the personas are correspond to the character they played in the debate section.



FIRST IDEATION SESSION (30min)

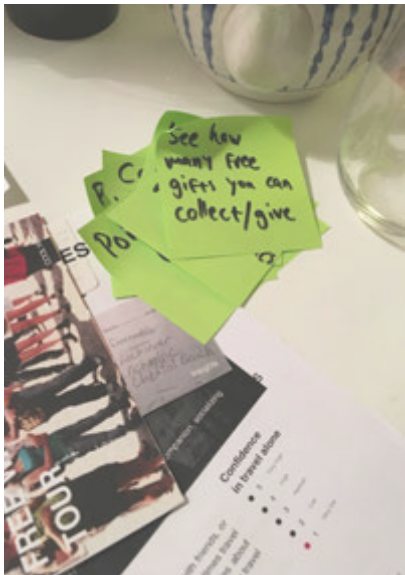
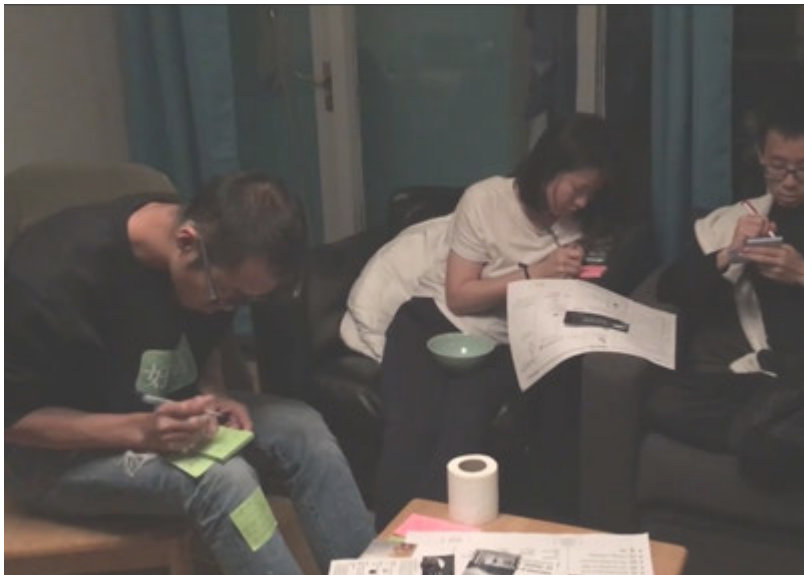
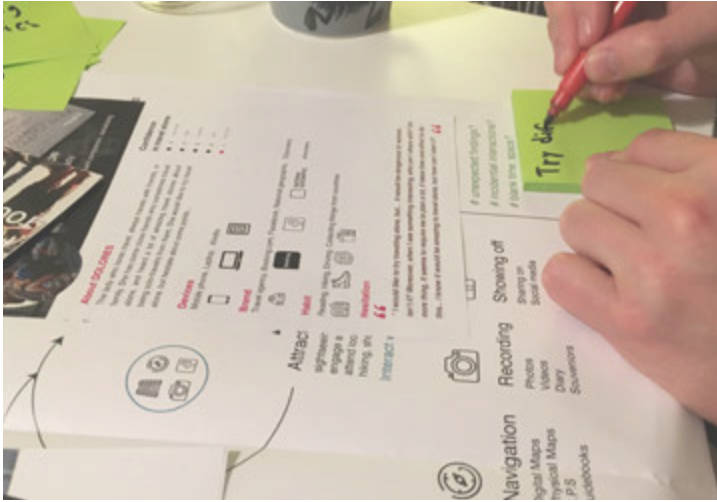
Aim: Brainstorming the crazy ideas/ solutions



GIVE PROMPT INFORMATION, SECOND IDEATION SESSION (45min)

Introduce the cases from extensive benchmarking on design subjects

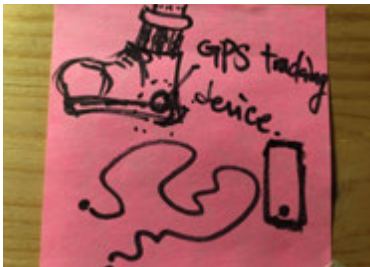
Aim: Give participators some prompts for stimulating their creativity.



SOME OUTCOMES FROM THE WORKSHOPS

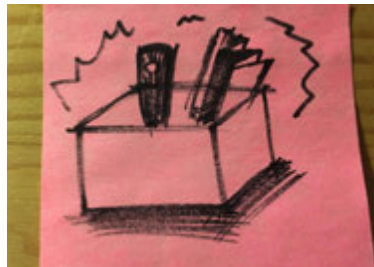
Navigating shoes

A smart shoes can record where you have been to and your route while traveling, it also can record the sounds of environment by smartphone remote.



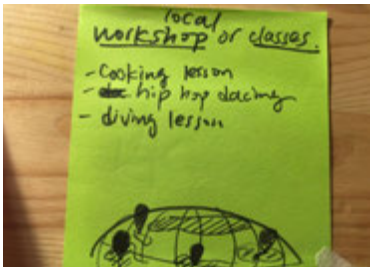
Travel Box

Travelers plan their journey through the website service, and they would receive a travel box before the date they travel. There are the handwriting greeting notes from locals and a local map which can help traveler navigate their journey.



Local culture workshops

Travelers are required to engage a local culture lessons. Through the lead by locals, they can access to the essence of local culture easily.



Sound Map

Travelers use their phone application to scan the map. This application can identify the geographic location and play the sounds where traveler is scanning. People can explore the places through the interaction with map and sounds.



Augmented reality on photos

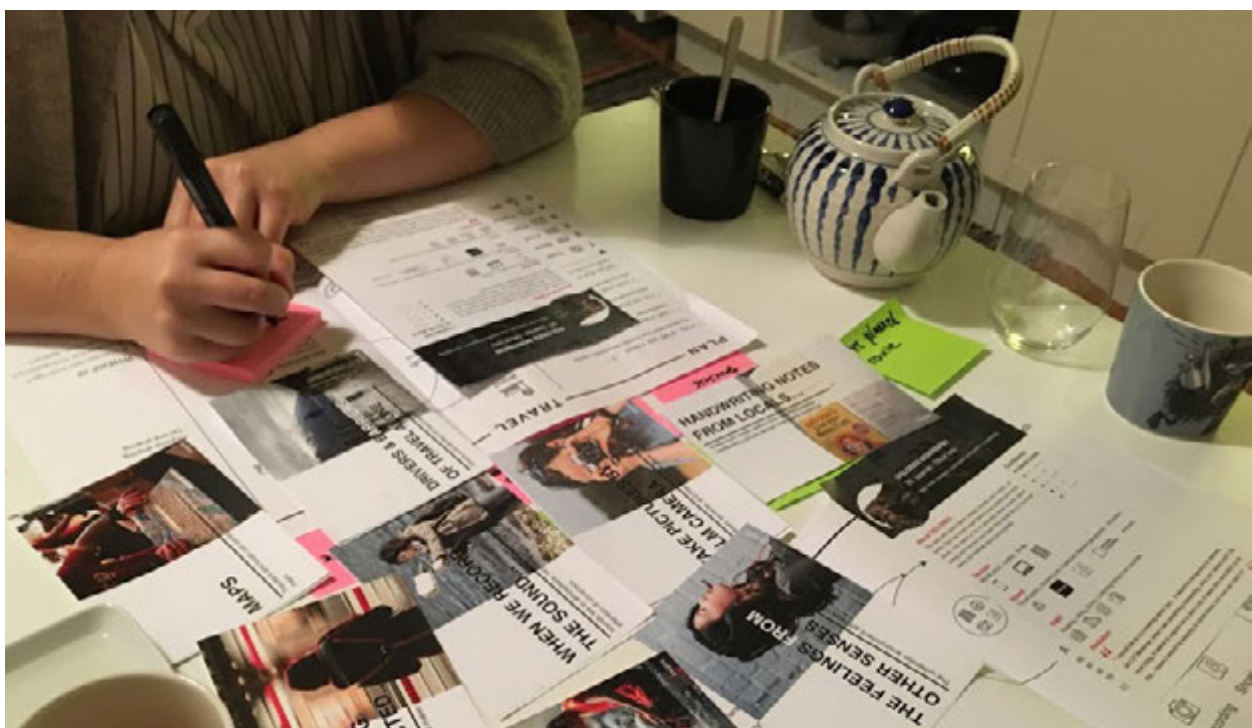
Travelers upload the photos they took in the travel journey to the service. The algorithm can detect the places they went and pop up the background stories behind the scene they seen.



Follow books stories

Motivate people to embrace different travel style by story-orientation ways. People follow the footprint of the authors / books they love, and experience what they describe in the books.





THE GAINS FROM THE WORKSHOPS

- The connection between on-line and off-line service is extremely important in terms of user experience.
- Sound can be a strong tool to innovate the process of current travel planning, it can transform our cognition toward the places we know.
- Travel experience cannot be designed, but can be facilitated.
- The incentives of traveling alone cannot be easily activated. Instead of changing current user behaviours or experience, being a solo-travelers depends on the level of motivation or cultural background so changes in behaviour is very difficult to achieve.
- Service cannot be used as a strong control to restrict travelers' journeys because it would extinguish the fun of traveling. The service should allow space for travelers to freely develop their own particular journey.
- In the short term, the design intervention should start from travelers' travel stage instead of the planning stage. Promoting the travel experience of one group of travelers can be the incentive for trying another travel style for another groups of travelers.



CHAPTER 6

READY TO DESIGN

Framed question

Design criteria

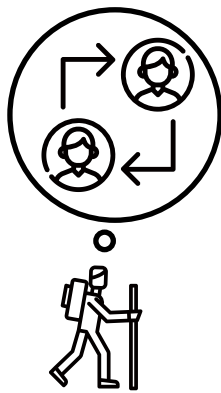
Design materials



FRAMED QUESTION

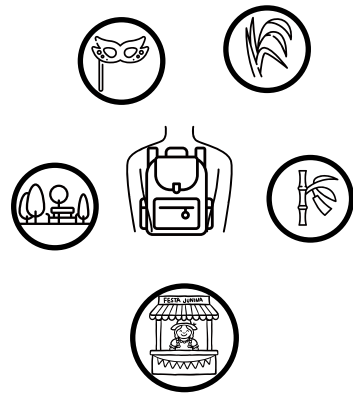
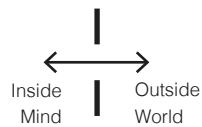
HOW CAN WE ENCOURAGE TRAVELERS,
TO IMMERSE THEMSELVES INTO WHERE THE PLACES
THEY ARE VISITING AS WELL AS PROMOTE CULTURAL
COMMUNICATION WITH LOCALS,
AND THEREBY GAINING IN-DEPTH TRAVEL EXPERIENCE
THROUGH INNOVATIVE SERVICE?

Design concept should facilitate travelers' self-reflection and cultural communication



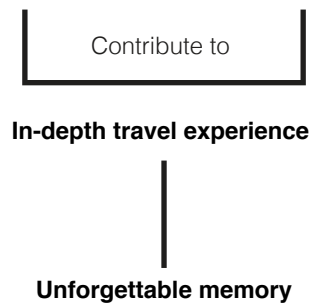
Self Communication

Travelers communicate with themselves and reflect own identity, culture, life through travel.



Cultural Communication

Travellers communicate with foreign culture, people and environment during travelling.



DESIGN CRITERIA

DIRECTLY



UX



- ① Create physical interactions between people
- ② Enhance travel experience but avoid interference from design intervention
- ③ Help travellers get immersed in the places where they are visiting unconsciously
- ④ Help people recall their treasurable travel memory and empower the sharing of our travel experience

INDIRECTLY

- ⑤ Create motivations of gaining in-depth travel experience

OVERALL

- ⑥ Create the momentum of behaviors, experience, motivation, culture shift
- ⑦ Be fun, creative

DESIGN MATERIALS

FROM FIELD RESEARCH

- Eyes, Ears, Nose, Tongue, Body	TANGIBLE LINE	- Atmosphere
- Physical maps		- Sounds from environments
- Film Cameras		- The warm insides handwriting notes from someone else
- Handwriting notes		- Local knowledge
- Travelers-friendly local businesses		

IN GENERAL

- People's curiosity	- People's cognitions
- People's instinct	- People's emotion
- People's expectation on travel	- Relationships between stakeholders
- Cultural context	
- Social context	

CHAPTER X

BIBLIOGRAPHY

BIBLIOGRAPHY

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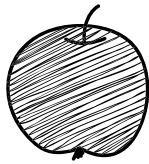
TO BE CONTINUED

NEXT: DESIGN BOOK



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london
london college
of communication

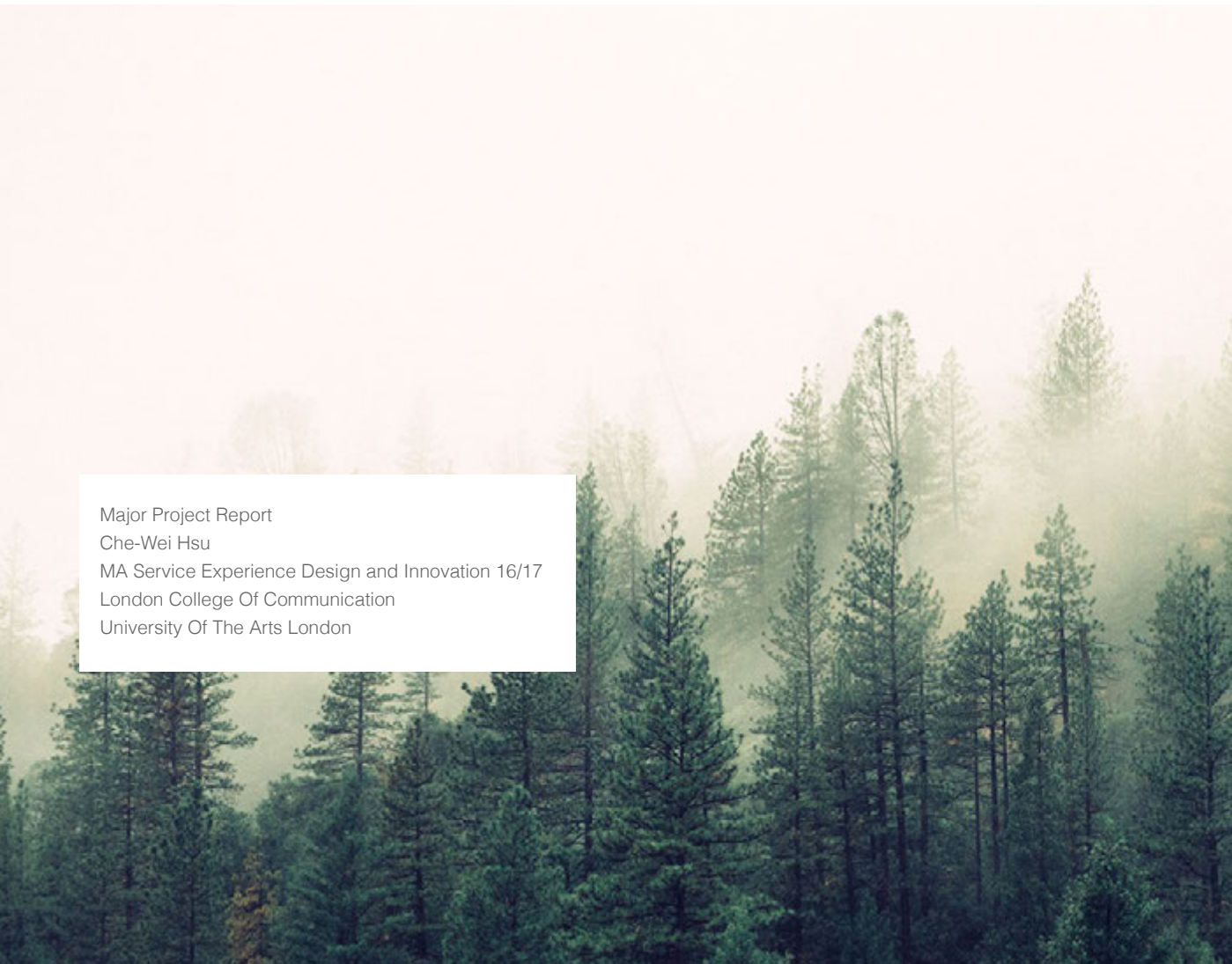
RESEARCH BOOK



DESIGN BOOK

IN-DEPTH TRAVEL EXPERIENCE

Major Project Report
Che-Wei Hsu
MA Service Experience Design and Innovation 16/17
London College Of Communication
University Of The Arts London



IN-DEPTH TRAVEL EXPERIENCE

DESIGN BOOK

CHE-WEI HSU

MA Service Experience Design and Innovation 16/17
London College Of Communication
University Of The Arts London

Tutors:
Phillippa Rose
Hena Ali Naeem Khan
Cordula Friedlander

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3	RESEARCH METHODOLOGY
4	INSIGHTS
5	PREPARE FOR DESIGN
6	READY TO DESIGN

DESIGN BOOK

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CHAPTER 6.5

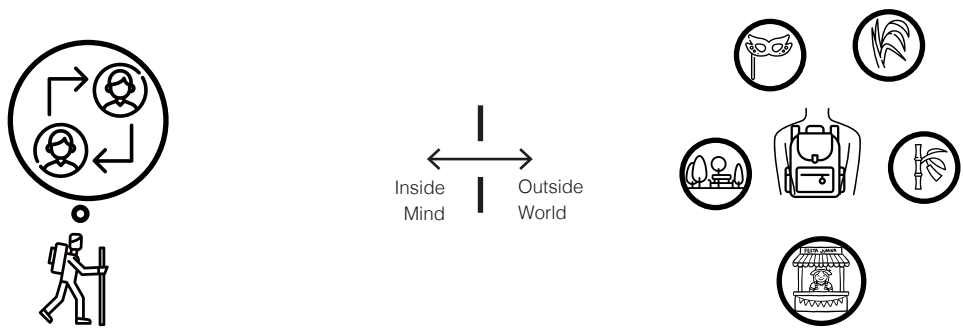
DESIGN BRIEF

READY TO DESIGN

DESIGN BRIEF

How can we encourage travellers, to immerse themselves into where the places they are visiting as well as promote cultural communication with locals, and thereby gaining in-depth travel experience through innovative service?

Design concept should facilitate travelers' self communication and cultural communication

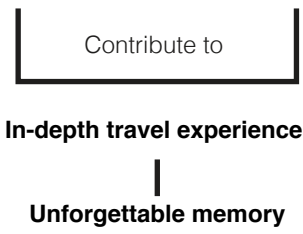


Self Communication

Travelers communicate with themselves and reflect own identity, culture, life through travel.

Cultural Communication

Travellers communicate with foreign culture, people and environment during travelling.



DESIGN CRITERIA

DIRECTLY



UX



- ① Create physical interactions between people
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INDIRECTLY

- ⑤ Create motivations of gaining in-depth travel experience

OVERALL

- ⑥ Create the momentum of behaviors, experience, motivation, culture shift
- ⑦ Be fun, creative



CHAPTER 7

FINAL DESIGN

About IMMERS

User journey Map

Effect of IMMERS

Roadmap of IMMERS

Features



ABOUT IMMERS

The essence of travel is a romantic, poetic thing, people leave their own comfortable zone, step into unfamiliar places and explore them. 'IMMERS' is a innovative service design work, which aims to help people get immersed in, inspired by and get enjoyment from their trip, and thereby fulfill in-depth travel experience in each travel journey.



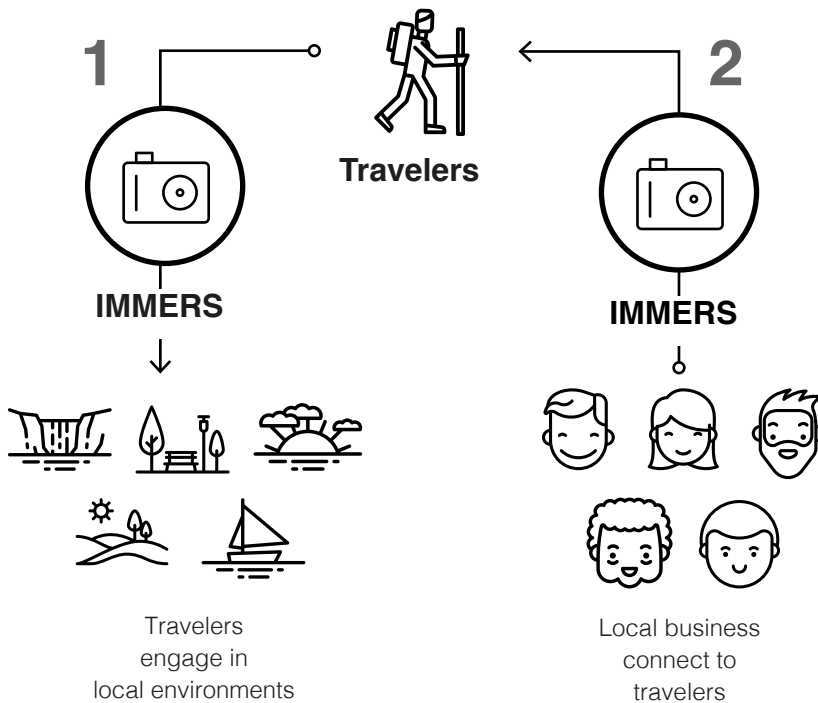
IMMERS HELPS TRAVELERS GAIN IN-DEPTH TRAVEL EXPERIENCE

1 IMMERS CAMERA

Recording the sounds from the places, IMMERS camera helps travellers stay calm and become immersed in the place they find themselves. Travellers gain more sensational feelings through this in-depth communication with the local environment, and this further contributes to an in-depth travel experience.

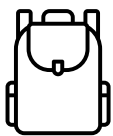
2 IMMERS SOUND MAP

Through the IMMERS sound map, travelers can hear the sounds from travel-friendly local businesses. All these businesses are always welcoming travelers to pop in and share their stories. Local businesses also can guide travelers to genuinely experience local culture in a local way.



3 FACILITATE COMMUNICATION

When travelers are more engaged with the environment and have more opportunities to interact with local culture, the stories within their travel journey become more vivid, and attractive. Furthermore, instead of fully preparing their visit themselves, IMMERS indirectly helps travelers weave their journey while traveling, which means more unexpected things happen and, eventually, these stories contribute to unforgettable memories.

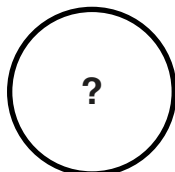


3



+

SOMETHING
UNEXPECTED



IN-DEPTH TRAVEL EXPERIENCE
UNFORGETTABLE MEMORIES

About IMMERS

IMMERS IS THE APP PAIRS WITH A PHONE CASE

Product & APP Design

One of insights from the field research is that using on-line service during travel journey potentially disturbs of our travel experience, because we turn our conscious to the digital world instead of the world we are physically living in. However, digital devices do help us in many ways, such as recording our trip, contacting hosts and navigation. Therefore, we need to ensure the design intervention utilizes the advantage of digital and physical things, and is able to shuttle between these two aspects. That is the reason why IMMERS is an app which integrates with a phone case.

The cover of the phone case isolates the smartphone from its digital functions. When people take off the cover of the phone case, they still can access the internet.



About IMMERS

GET IMMERSED INTO WHERE WE ARE DURING TRAVEL

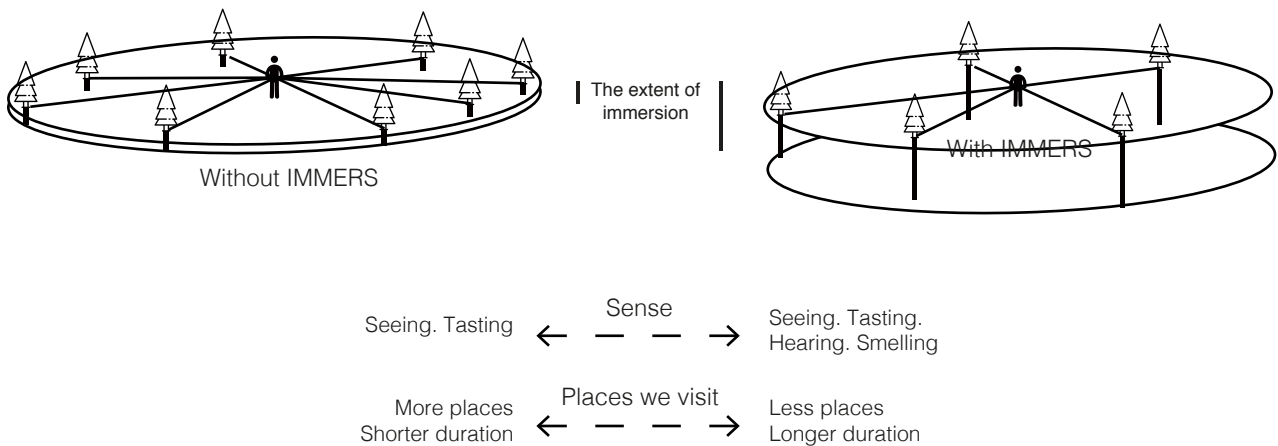
Product & APP Design

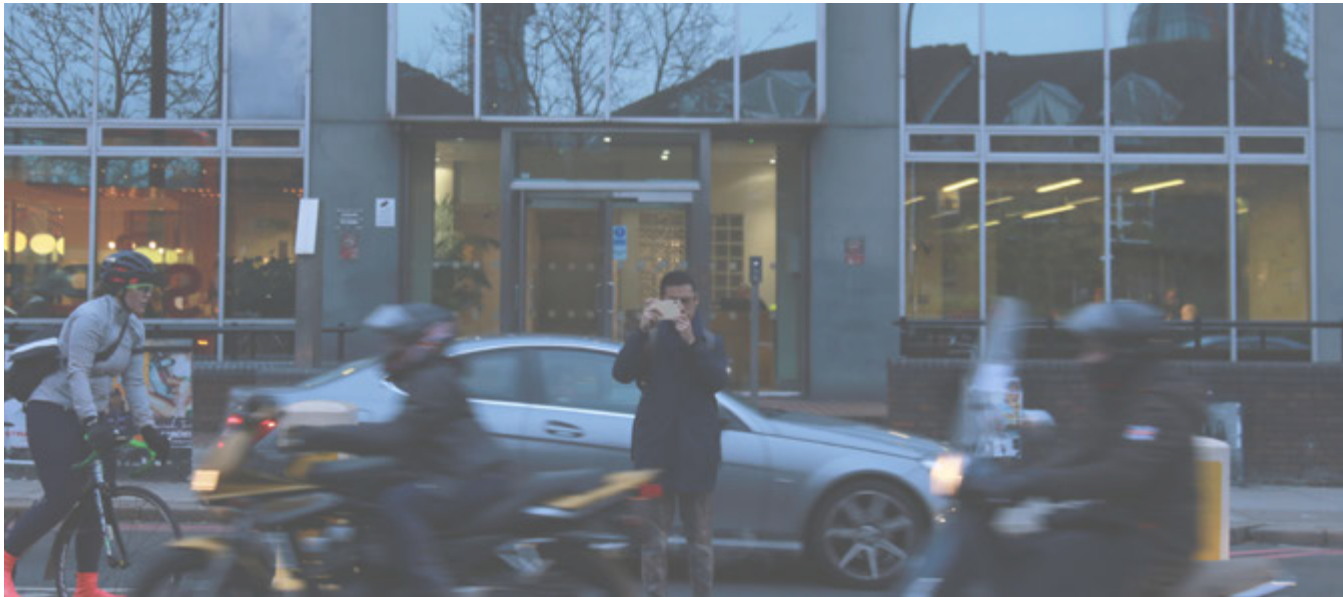
When the phone case covers the screen of our phone, IMMERS becomes a tool to record our travel journey. IMMERS is a camera app which does not show any scene on phone screen. Travelers need to look into the viewing window on the phone case to focus on the scene they wish to take by touching the button on the screen, to take a photo.

After taking the photo , the next step is to record the atmosphere of the place where the traveler is standing. By clicking the button on the screen again, one can record a twenty seconds audio.

During this 20 second audio, travelers need to stay silent to allow the IMMERS to record the realistic/particular sounds from the environment. Because the travelers remain quiet they become much more aware of their surroundings and of the sounds around them. and more conscious of the ambience of the place. Their improved sense of hearing and listening would induce a calmness and immerse them more fully in the environment in which they find themselves..

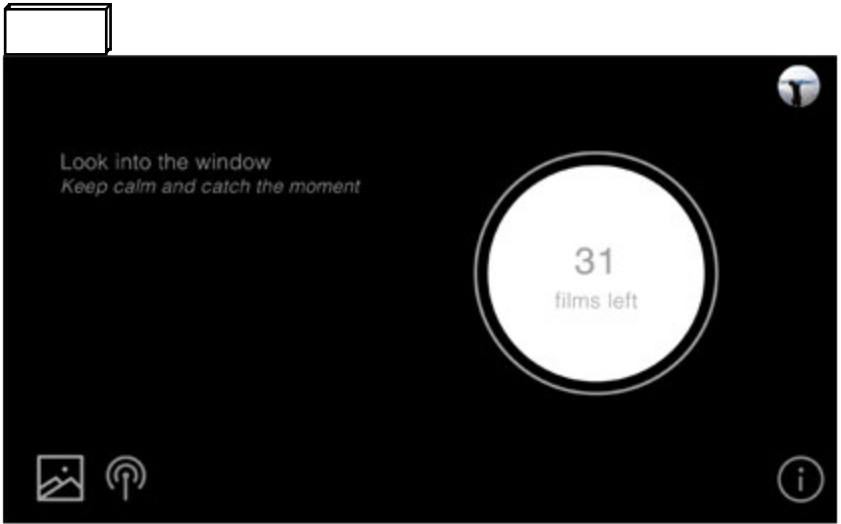
INTERACTION MODEL BETWEEN TRAVELERS AND ENVIRONMENT



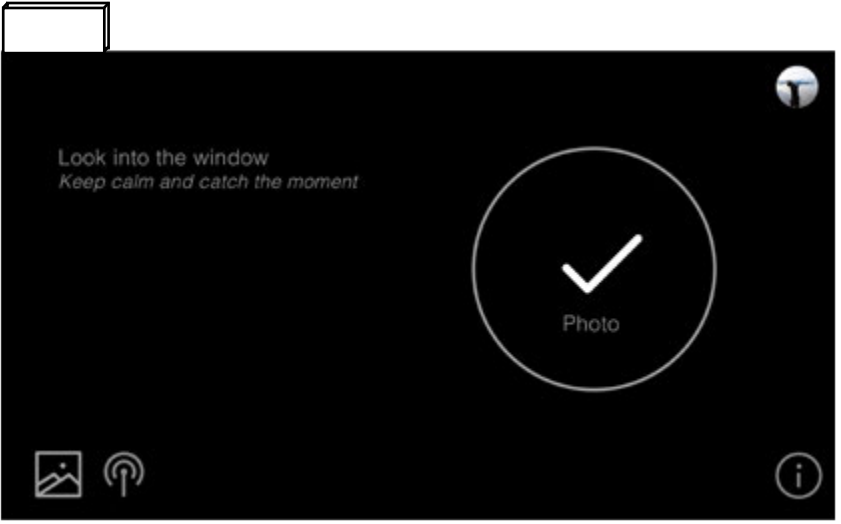


STEP

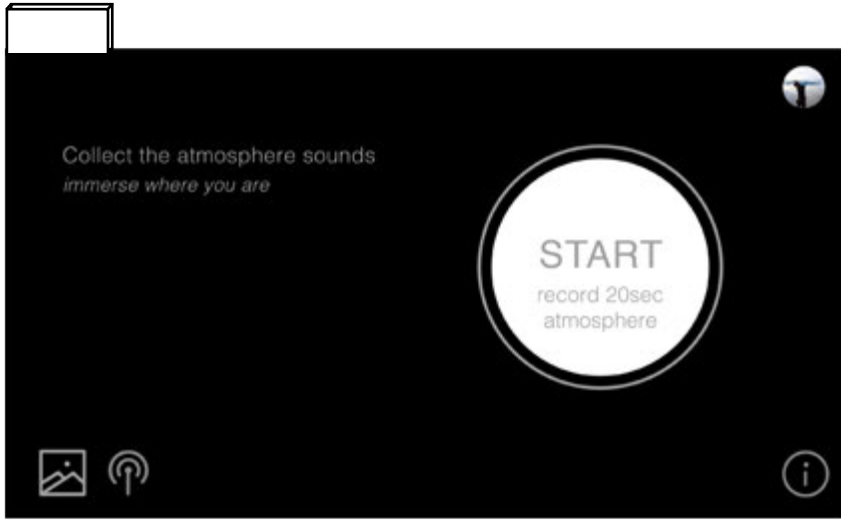
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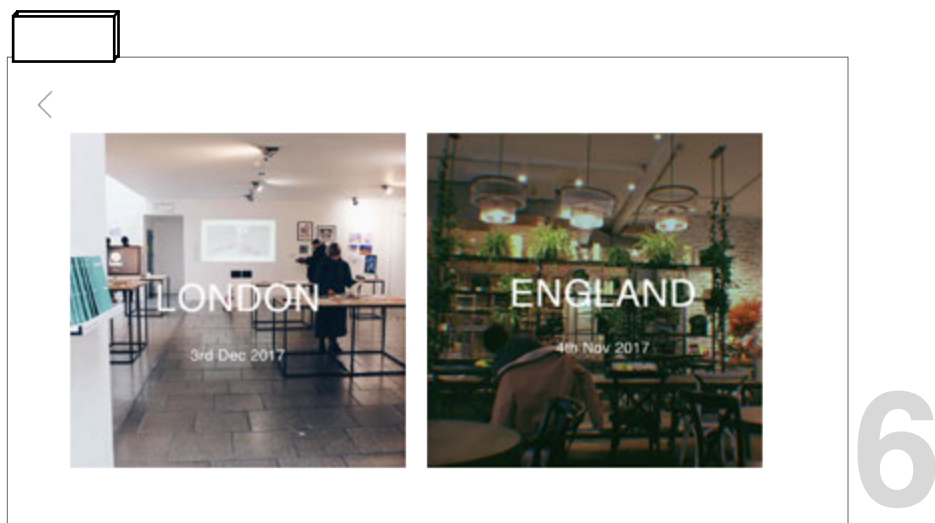
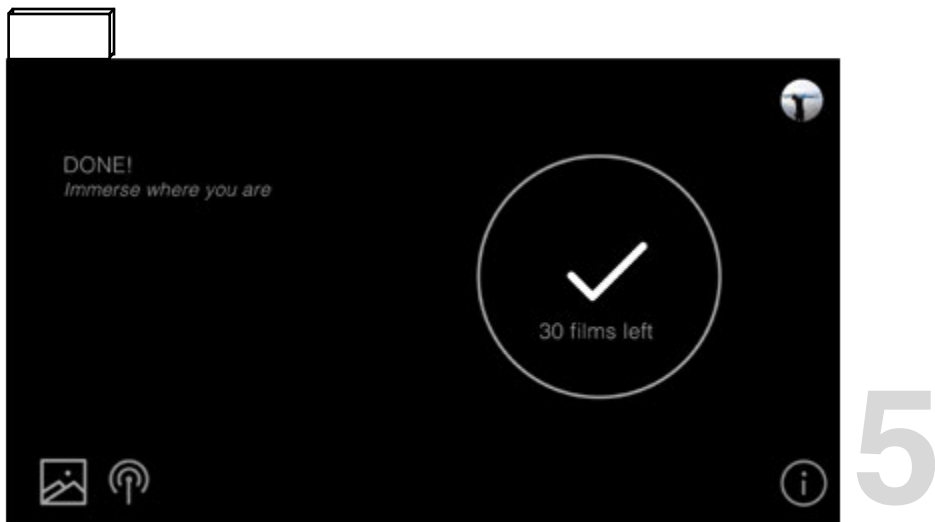
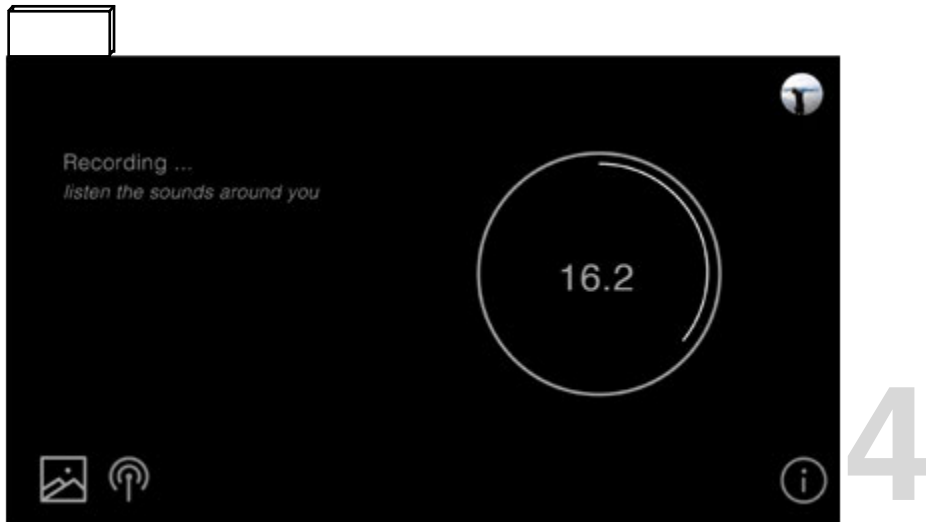


2



3





About IMMERS

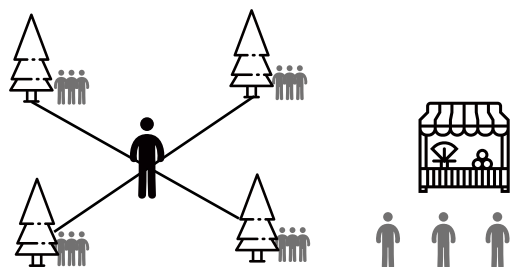
GET INSPIRED FROM LOCAL BUSINESSES DURING TRAVEL

Product & APP Design

From the other dimension, IMMERS is a service which encourages people to interact with local people and contribute to enjoying a more cultural communication during travel journey. Travelers need to click the icon on the bottom left corner to open the Sound map. This map detects the traveler's G.P.S location and then indicates the nearby traveler- friendly local businesses. Instead of using our eyes to browse the detailed information, IMMERS plays the sound record of the local business as travelers turn their face towards it. Travelers can hold their phone and spin a round to explore the sounds of their immediate environment and those from the nearby travelers-friendly local businesses.

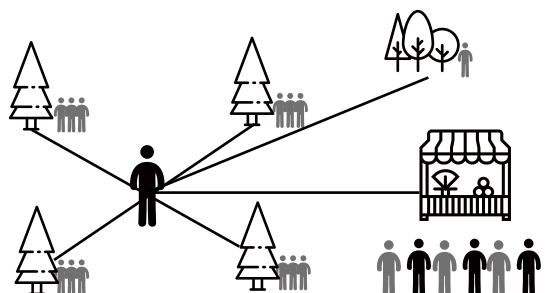
If there is a store which interests the travelers, they can click the icon of this local business on the map and it would show the handwriting note which that business owner wrote to the travelers. The notes express the kindness and welcome from the business owner, and narrow the mindful distance between them. The traveler might then be encouraged to visit this local business and benefit from sharing the owners local knowledge with him/her. The local business owner might then write down/suggest/recommend other local interesting places and events which the traveler might like to visit to enhance his knowledge and enjoyment. and explain how to get there resulting in a worthwhile "local style" travel experience.

INTERACTION MODEL BETWEEN TRAVELERS AND LOCAL BUSINESSES



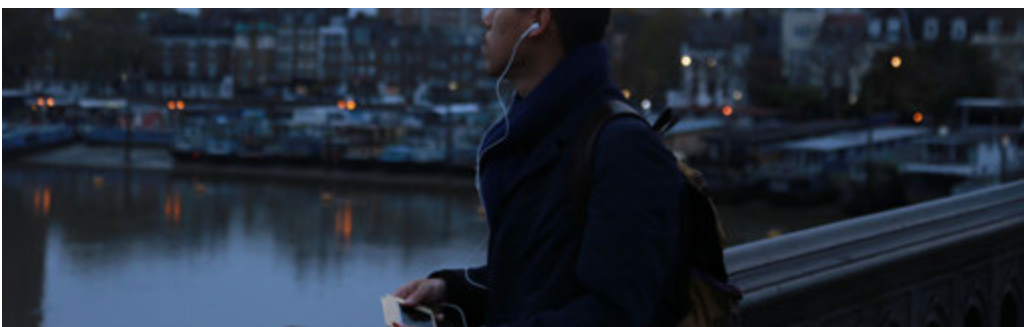
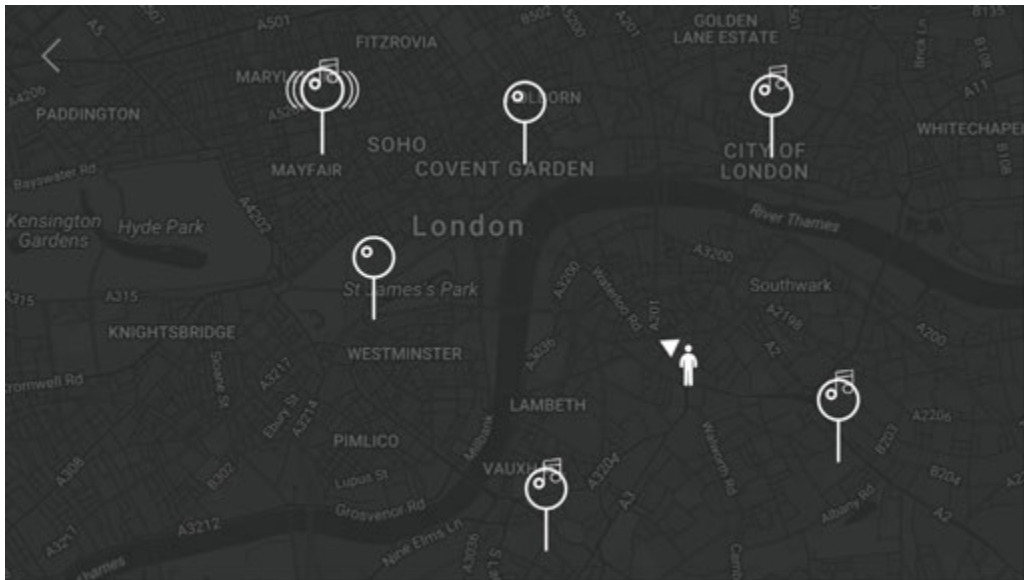
Without IMMERS

- Travelers visit tourist places
- Local businesses service local people



With IMMERS

- Travelers visit tourist places and local places
- Local businesses gain more customers



About IMMERS

EXPLORE THE ATMOSPHERE OF THE PLACES WE PLAN TO TRAVEL

Website Design

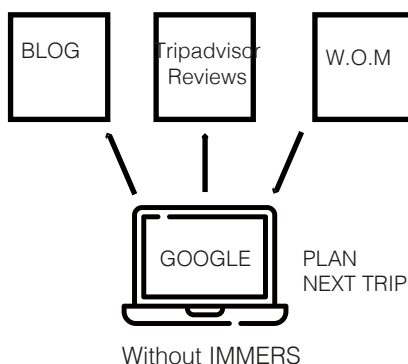
The website of IMMERS is designed to inspire the public to travel in-depth. When people use the IMMERS website to plan their trip, they can gain travel inspiration through the sounds of cities. These sounds are collected by the travelers around the world through the IMMERS app. People can experience the atmosphere and catch their first impression of different cities through this creative way of exploring places. Eventually, the website would indirectly navigate people to visit particular places with a lovely atmosphere as an alternative to visiting famous cities around the world. In the 'meet the locals' page, people can browse the traveler-friendly local businesses in

the cities they are going to visit, and also feel the atmosphere of these places. They can plan to visit them as the first stop

on their travel journey and consult locals to help them compose their symphony of travel experience.

In the 'download' page, the website provides the free template of IMMERS phone case. People can download the file for free, print it out and make their own unique travel phone case. It also encourages people to use the IMMERS app and record the sounds of the places they visit on their travels..

INTERACTION MODEL BETWEEN TRAVELERS AND IMMERS WEBSITE





About IMMERS

LOCAL BUSINESS REGISTRATION

Website Design

Traveler-friendly local business is another key factor of IMMERS. For these businesses, they can gain high priority and high visibility in the service, they would be able to increase their exposure to impress and encourage more travelers to visit. If a shop owner would like to expose their business to travelers, they need to register on the IMMERS website service. After registering, they can apply to be one of travelers-friendly local business. The system would ask the business owner to upload their profile and write down some words for welcoming travelers to visit them. The application would be verified/vetted by IMMERS staff who might phone the business owners to ascertain more details and to ensure they give a warm

welcome to an increase in their potential visitors/customers.

If the application is accepted by IMMERS, the IMMERS employee would give the new members of the traveler-friendly local businesses some training sessions in order to ensure the quality of communication between them and the travelers.

There are three key points in the training:

1. Discover business owner's local knowledge
2. Encourage business owners to deliver their knowledge through handwriting note
3. The attitude to having travelers.

IMMERS

In-depth travel experience

Register

Traveler-friendly local business

Name

Email address

Password

Confirm password

REGISTER

IMMERS

In-depth travel experience

Register

Traveler-friendly local business

Name of your store

Address


City

Type of your business

Number of members

Upload three photos of your shops

+





Website of your store (optional)

Continue

IMMERS

In-depth travel experience

Register

Traveler-friendly local business

Write down something about what you want to say to travelers

Use black thick pen and white paper, and upload the picture of it

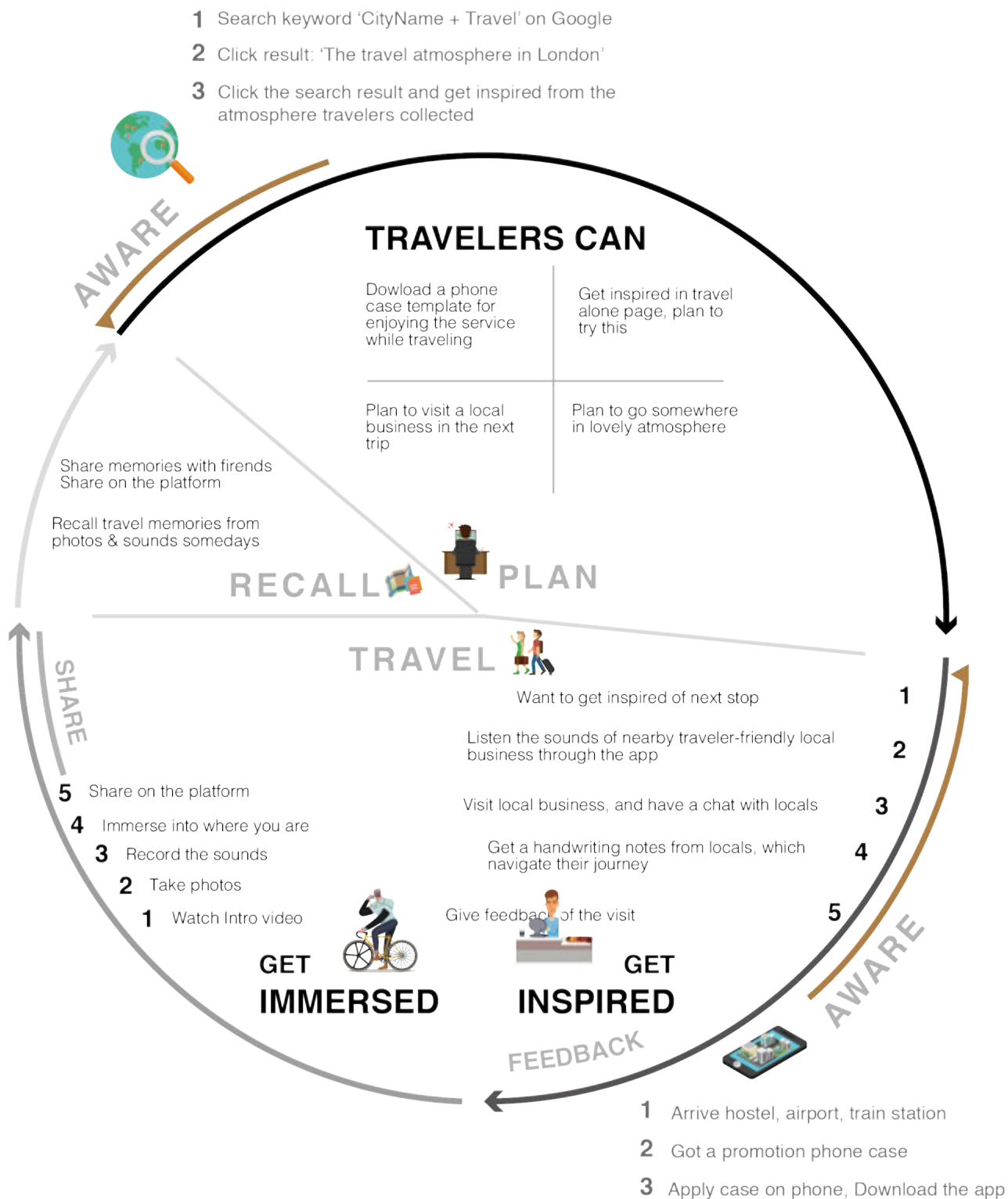
[See some examples >](#)

+

Apply to become one of traveler-friendly local business

USER JOURNEY MAP

General aspect



Persona aspect



JAY

The guy who is travelling, but seldom interact with locals

TRAVEL



Fly to foreign country



Get a promotion case in airport



Apply the case to smartphone



Download the IMMERS app

Record & Immerse into journey

Communicate with business owner



Fly back



Recall memories by the records

Share memories with friends

RECALL

...

PLAN



Plan next travel trip



DOLORES

The lady who is planning her next trip, but always travel in group

PLAN



Start to plan the trip



Google it



Click the search result (ad)



Enter IMMERS website



Get inspired from sounds of cities

Plan to visit some cool business

Get inspired to try travel alone



Fly to foreign country



In-depth travel experience



Fly back



Recall and share travel memories

TRAVEL

RECALL

...

ON-LINE SHARE

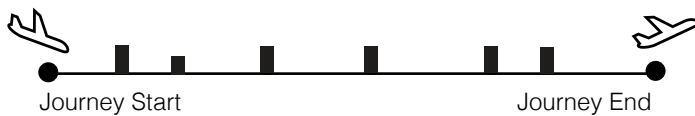


Share records on the platform

WORD OF MOUTH

DESIGN EFFECT ON TRAVELER EXPERIENCE

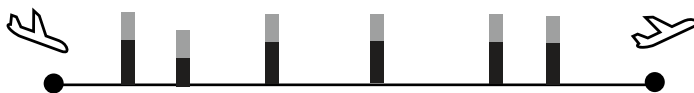
CURRENT TRAVEL EXPERIENCE



Travelers follow their travel plan, visit the places or do the activities they planned in advance. Most of things have been settled down with less unexpected things.

AFTER DESIGN INTERVENTION

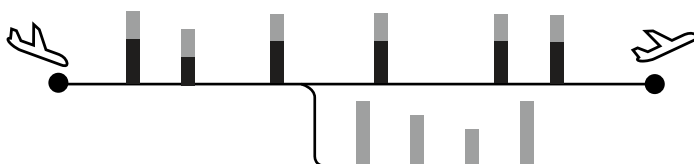
When travelers use IMMERSE camera



Travelers are more immersive into where they are. They use IMMERSE to read the atmosphere and gain more in-depth communication with local environment.

AFTER DESIGN INTERVENTION

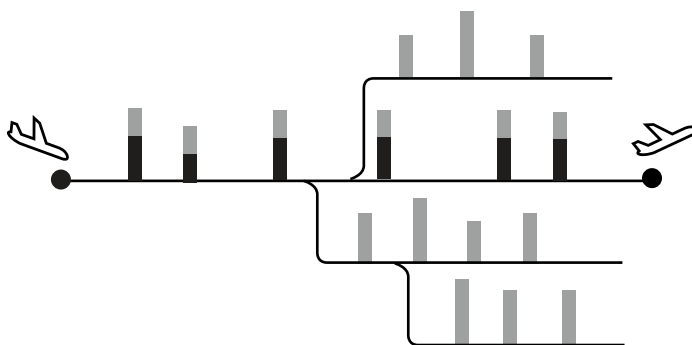
When travelers use IMMERSE sounds to meet local businesses






Travelers get inspired from local businesses and visit some places those were not on their list. The travel journey would gain more unexpected things after the interactions with local people.

AFTER DESIGN INTERVENTION

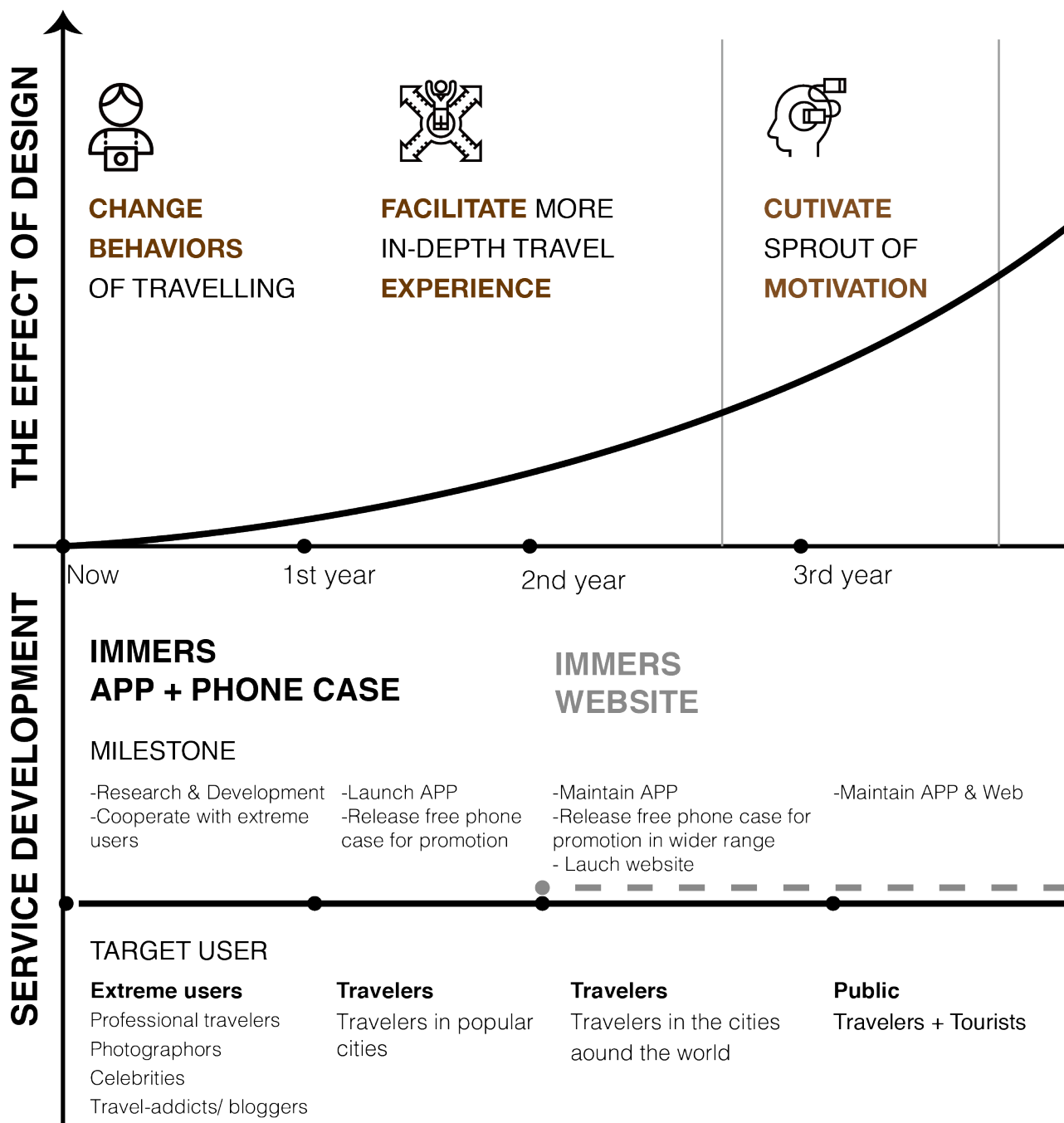
Overall, with IMMERSE's accompany with travellers in whole travel journey

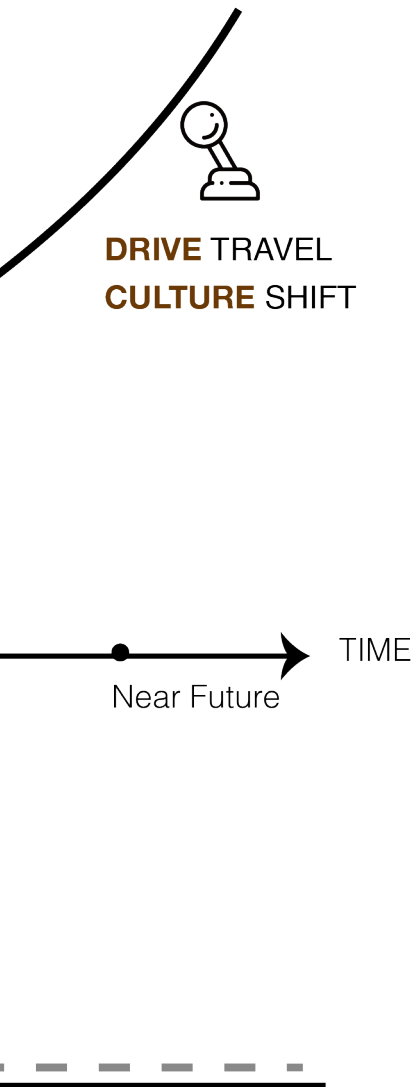


Generally, travel journey become much vivid with the assists from local businesses, traveler gain more in-depth travel experience with the facilitation from IMMERS camera function.

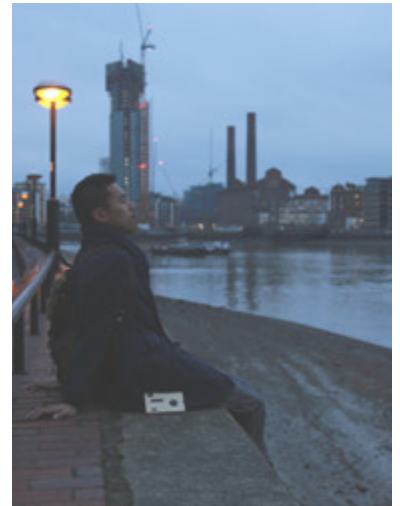
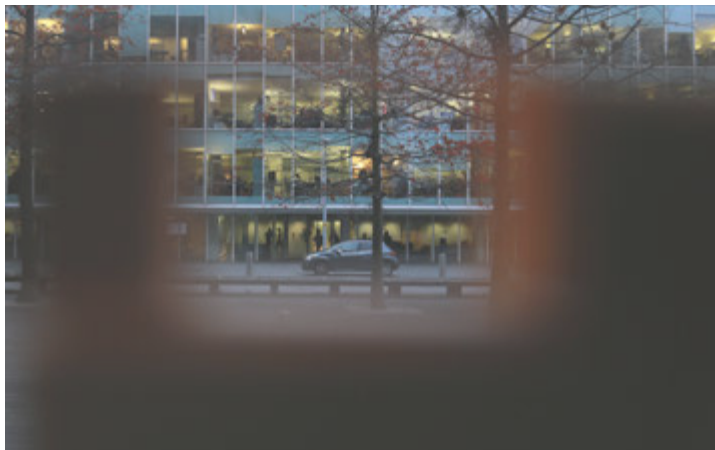
- 
 One rectangle represents a activity travelers plan to do, or a place to visit.
- 
 Black and grey colour represents the condition before, and after design intervention
- 
 Height of each rectangle represents the depth of cultural communication in one activity/ place.

DESIGN EFFECT ON THE WORLD & ROADMAP OF SERVICE

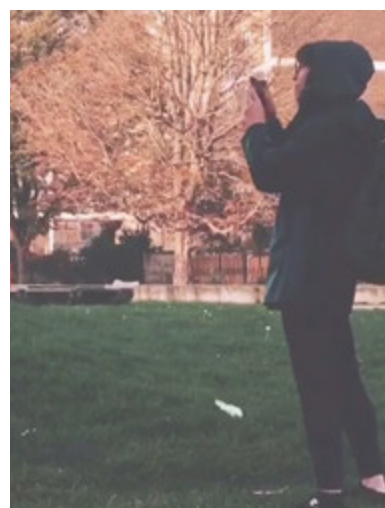




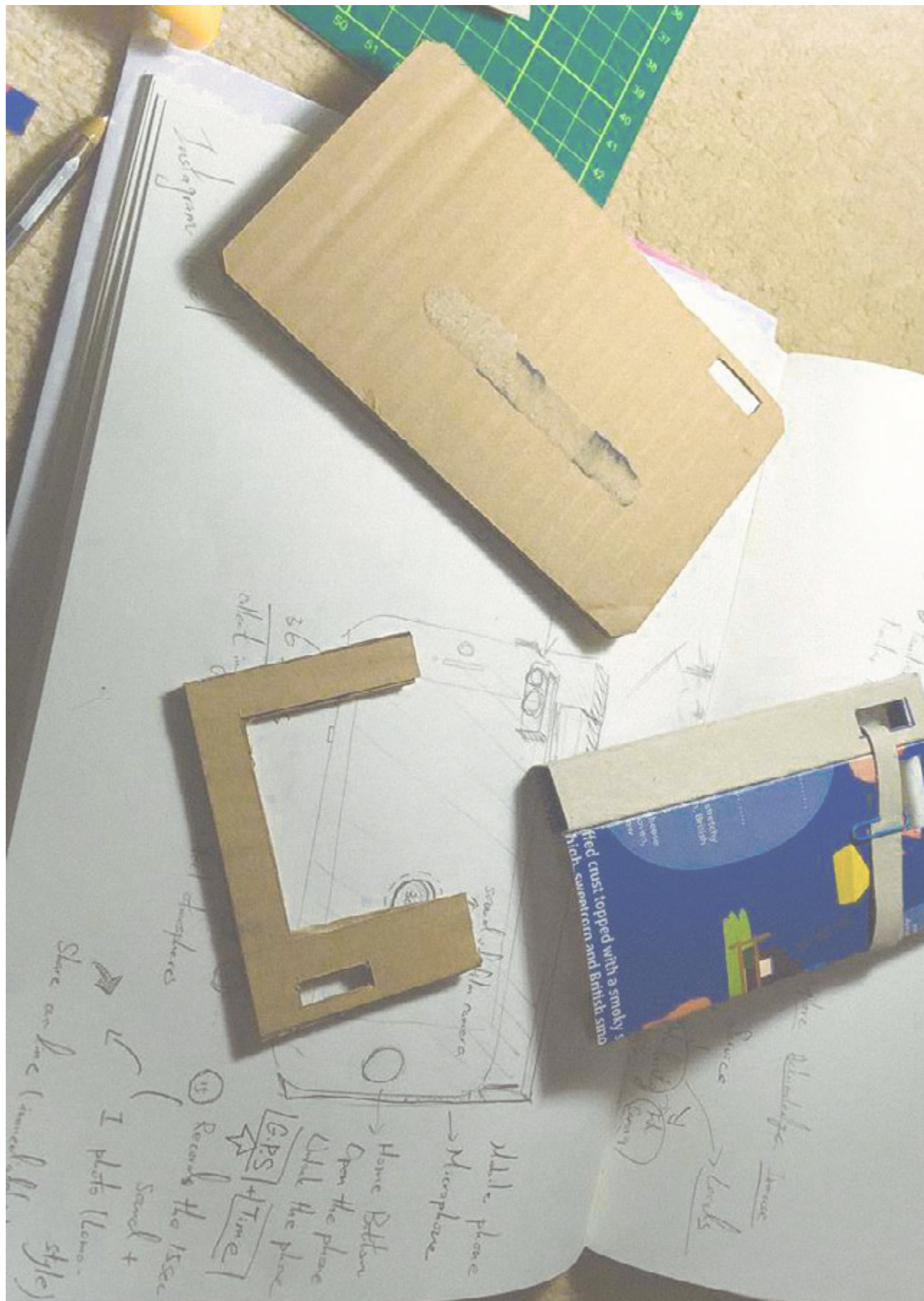
Design aims to influence human's travel behaviors, experience and eventually further facilitate the culture shift on traveling. In the course, service would experience many phases, and target different group of users while developing.



FEATURE OF IMMERS







CHAPTER 8

BEHIND THE DESIGN

Iterate on design strategy

Iteration on design concept

Iteration on app design

Iteration on product design

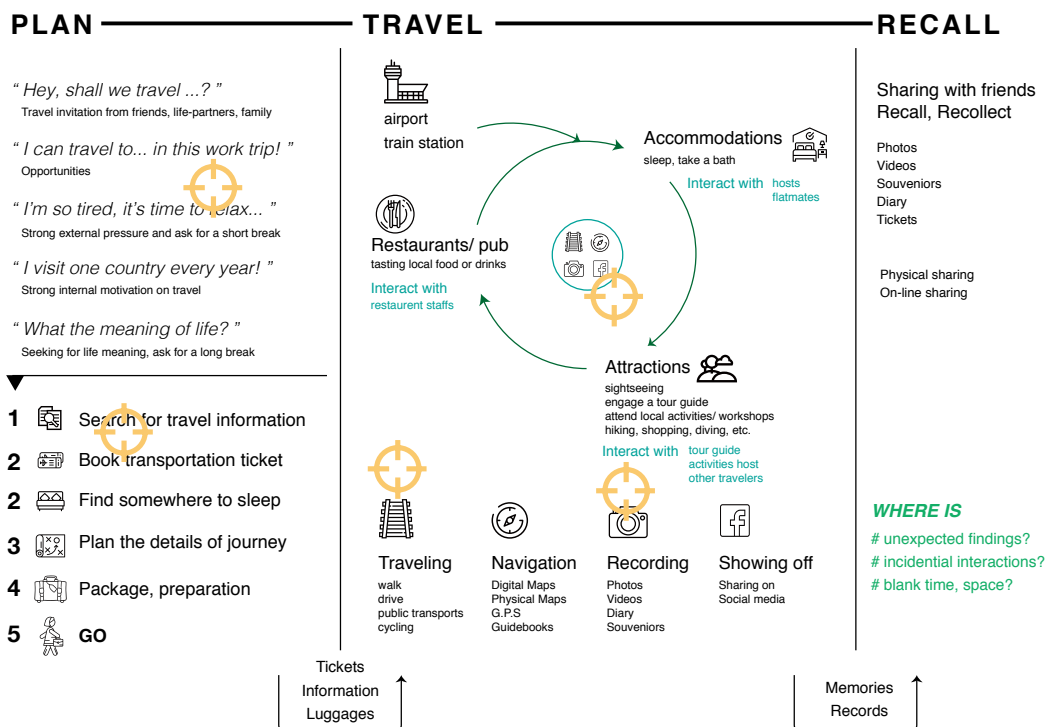
ITERATION ON DESIGN STRATEGY

ABOUT DESIGN INTERVENTION

As the insights from field research, we have tread a very fine line when we design for travel experience, since the design might become an interference instead of an assistance. I defined the design as intervention in terms of travel experience. As the traveler journey map, we can find out that there are a couple of opportunities in each stage for design intervention. For example, in the planning stage, service can intervene when people plan the details of journey or when people search for the places they would like to

go. In the travel stage, service can enhance the experience while navigating or recording.

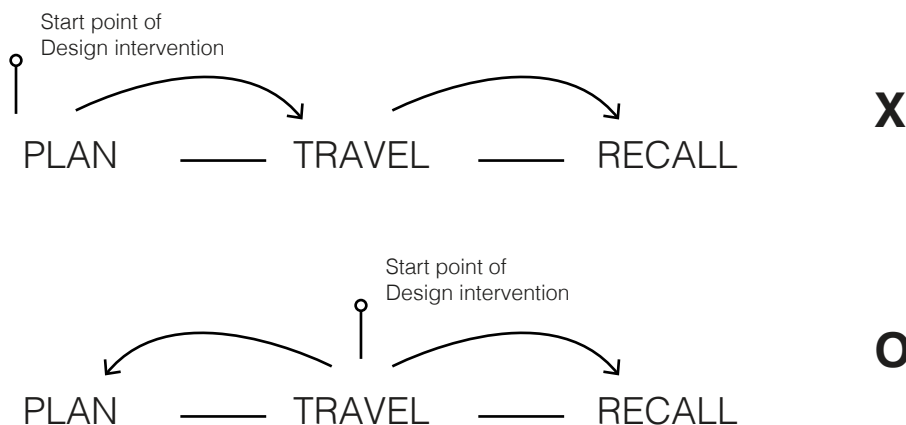
I tried to play around 'how might we' question through the traveler journey map' and also evaluate the design concepts through this.



ABOUT DESIGN STRATEGY

Continuing from the design intervention, the traveler journey map is based on a timeline, starting from planning travel to recalling travel memories. In the first ideation session, I consider that service design intervention also starts from the planning stage since this is the moment when the travel journey begins. Therefore, the first aim was to activate people's motivation to being travelers instead of tourists. However, encouraging people to do something they haven't ever done before, cannot be easily achieved in the short term. Service has to create the

momentum and generate the motivation. Therefore, I changed my design strategy by starting from the travel stage. The short term aim of service iterated into helping people gain more in-depth travel experience, and targeted using the power of sharing travel experience to gain momentum for encouraging people to be travelers.



MAIN ITERATIONS ON THE DESIGN CONCEPTS

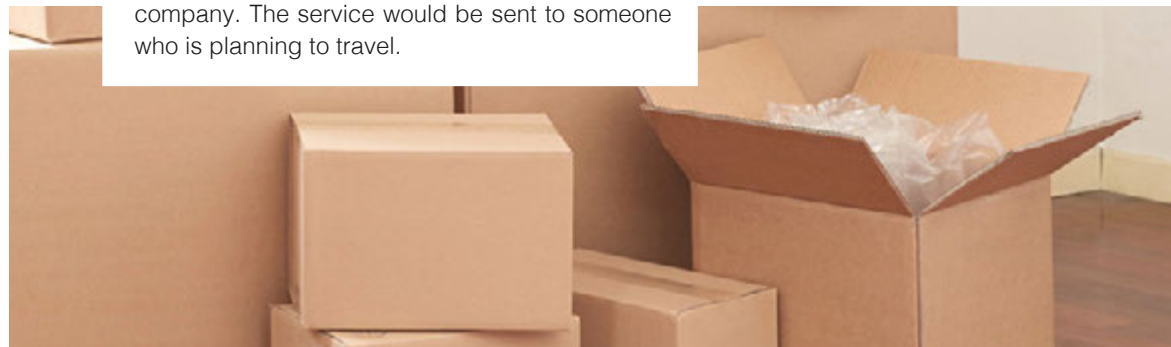
VERSION I: TRAVEL BOX

The service is a website which helps people explore the places they want to go through audio. After doing their travel planning through this website, they will receive a physical travel box. This travel box includes: a handwritten note from a local business which locates the place they are going to on a physical local map which helps travelers navigate themselves, a postcard from another traveler, and the handwritten recommendation from another traveler who they don't know.

A blank postcard: a postcard for travelers to write and which they need to send back to the service company. The service would be sent to someone who is planning to travel.

FEEDBACKS

1. There is no resource of the audio on the website.
2. There is no motivation to send postcard
3. The service only covers the 'Plan stage', It does not facilitate travel experience in the travel stage
4. The idea just like a mix of insights, but without a punch line.



VERSION II: DISPOSABLE CAMERA

with functions of audio record, G.P.S and time

The concept aimed to increase the audio concept into the travel stage. The concept is a disposable camera rent service for travelers. Travelers can record their journey by using this camera, and this camera would record the audio, location, and the time when people take the photos. After the trip, travelers would send back the camera and the service company would send their records to the travelers. Travelers can share their records on the platform and other travelers might well be inspired from these.

FEEDBACKS

1. Technical issues of disposable camera
2. Travelers need to be patient in the whole service journey



VERSION III: IMMERS (final design)

ITERATION ON THE APP DESIGN

THE CONNECTION BETWEEN TWO MAIN FUNCTIONS

There are two main functions in the IMMERS app: IMMERS camera and Sound map of traveler friendly local businesses. The first version of the app renders these two functions separately, one is called 'Get immersed' and another is called 'Get inspired'. People can choose which function they want to use on the homepage.

FEEDBACKS

For use by people confused about the value proposition of service and the connection between these two functions in one app.

ACTIONS

Find a better way to connect 'Get immersed' into where we are and 'Get inspired' from local businesses.

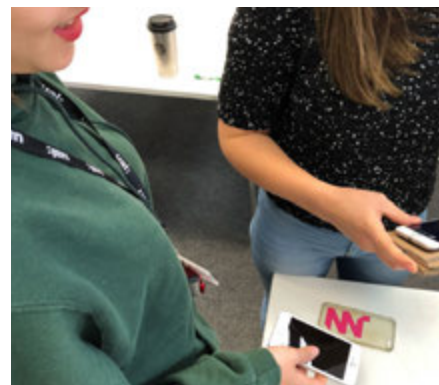
SELF

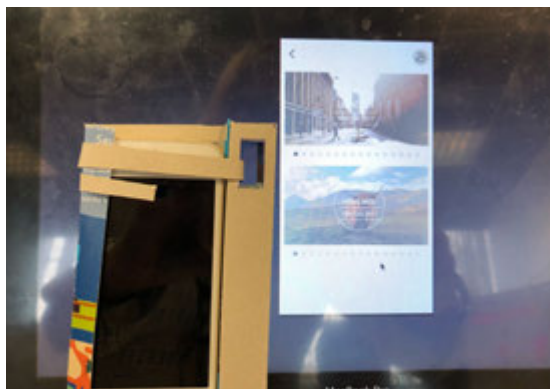
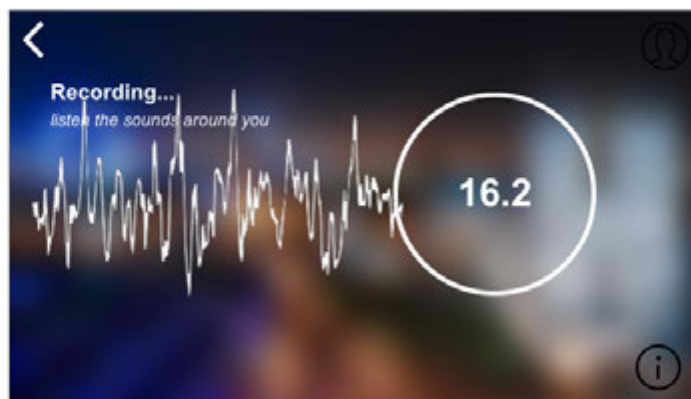
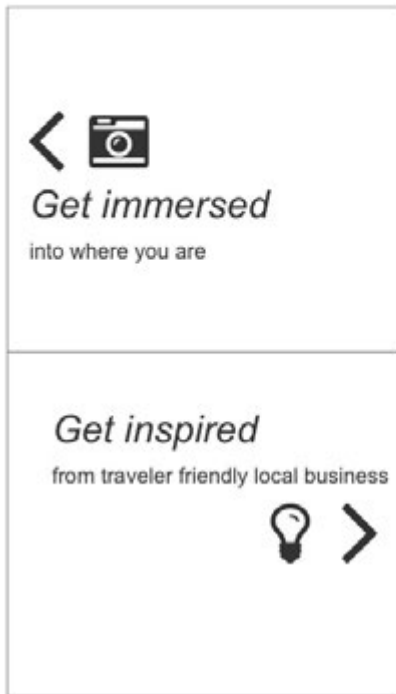
In-depth travel experience



Look into the window

Keep calm and catch the moment





ITERATION ON THE PRODUCT DESIGN

Version I: Prototype on the phone case by a case

- Test the idea with end users
- Usability test
- Prototype different form of phone case

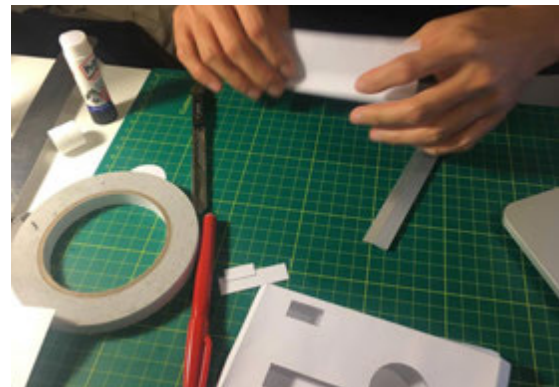
Date: 22nd Oct 2017



Version II: Make the final case by normal paper

- Design the final phone case
- Test the function and usability
- Check the material of phone case

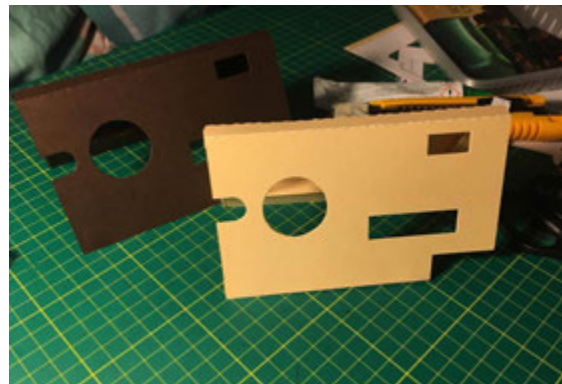
Date: 29nd Oct 2017

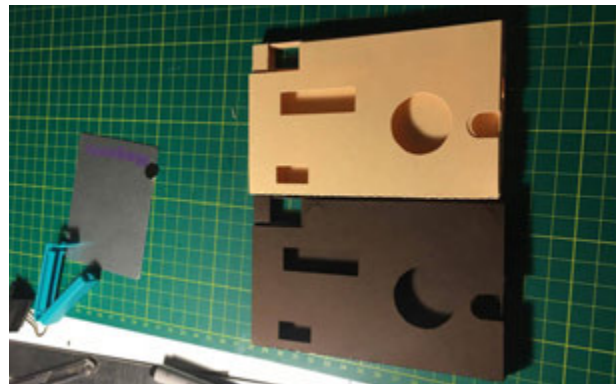
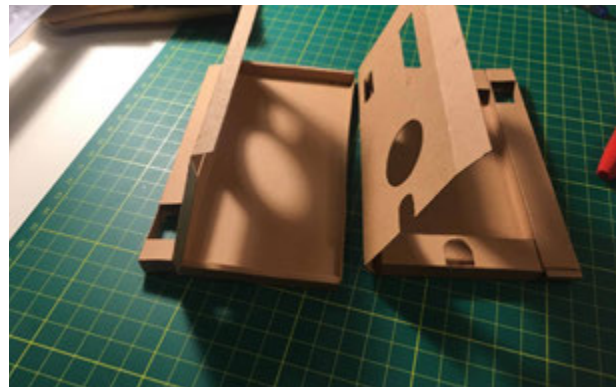
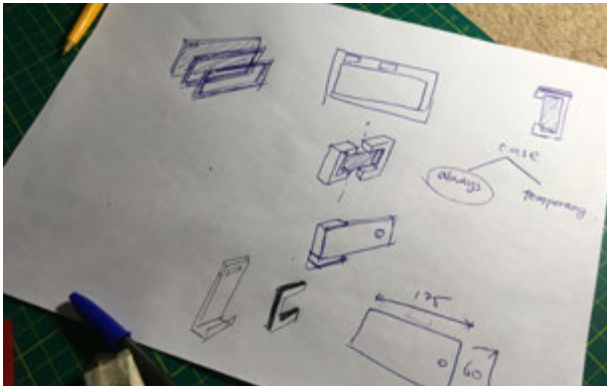


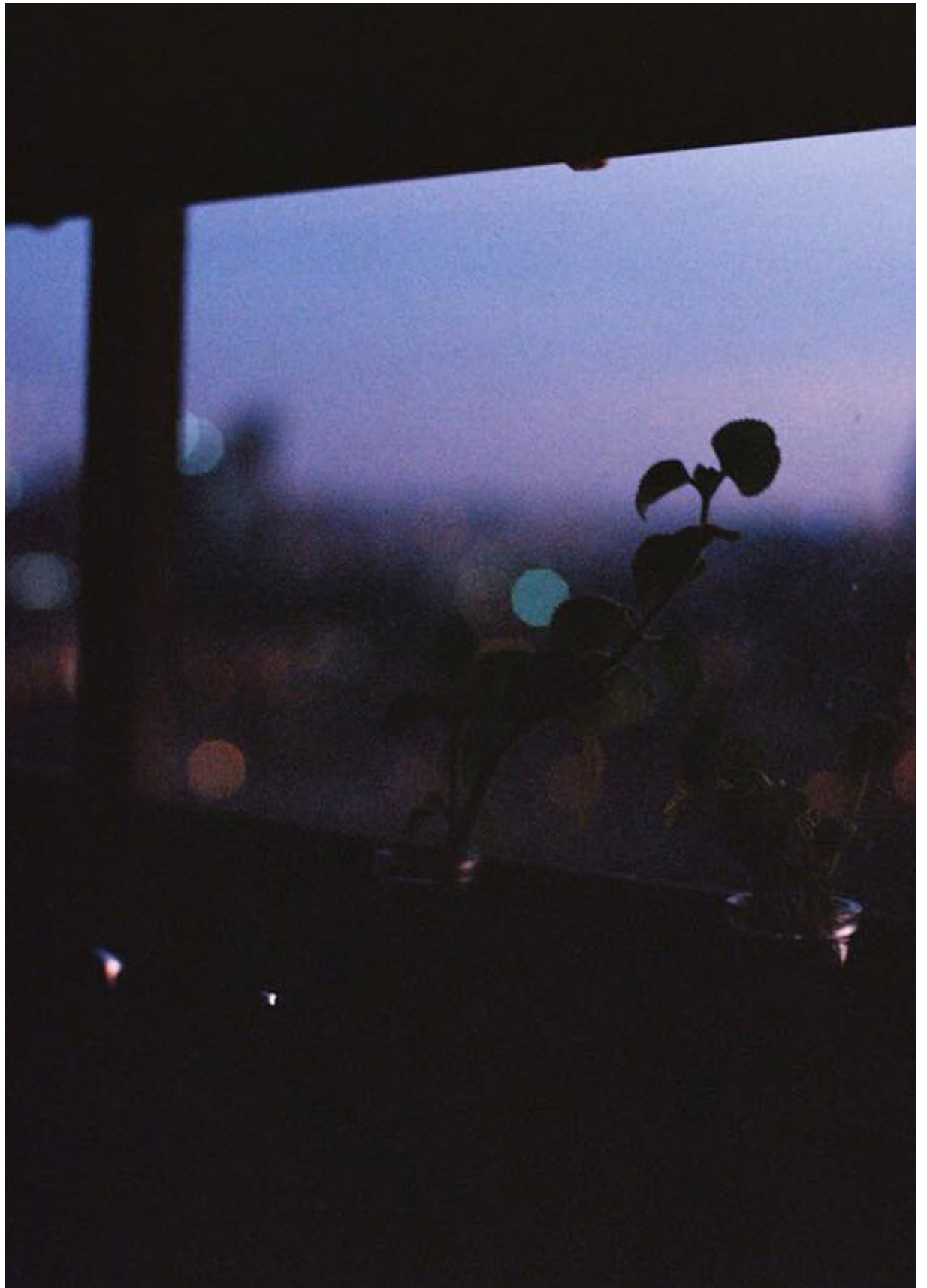
Version III: Make the final case by thick paper

- Make the final phone case
- Iterate the affordance of using phone camera
- Decide the material of phone case

Date: 4nd Nov 2017







CHAPTER 9**CONCLUSION**

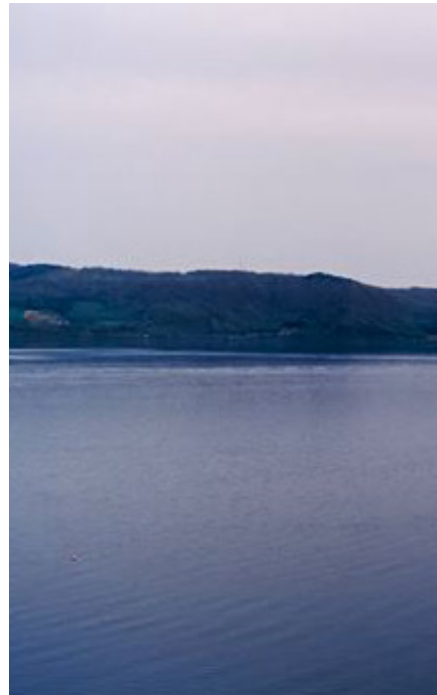
Conclusion

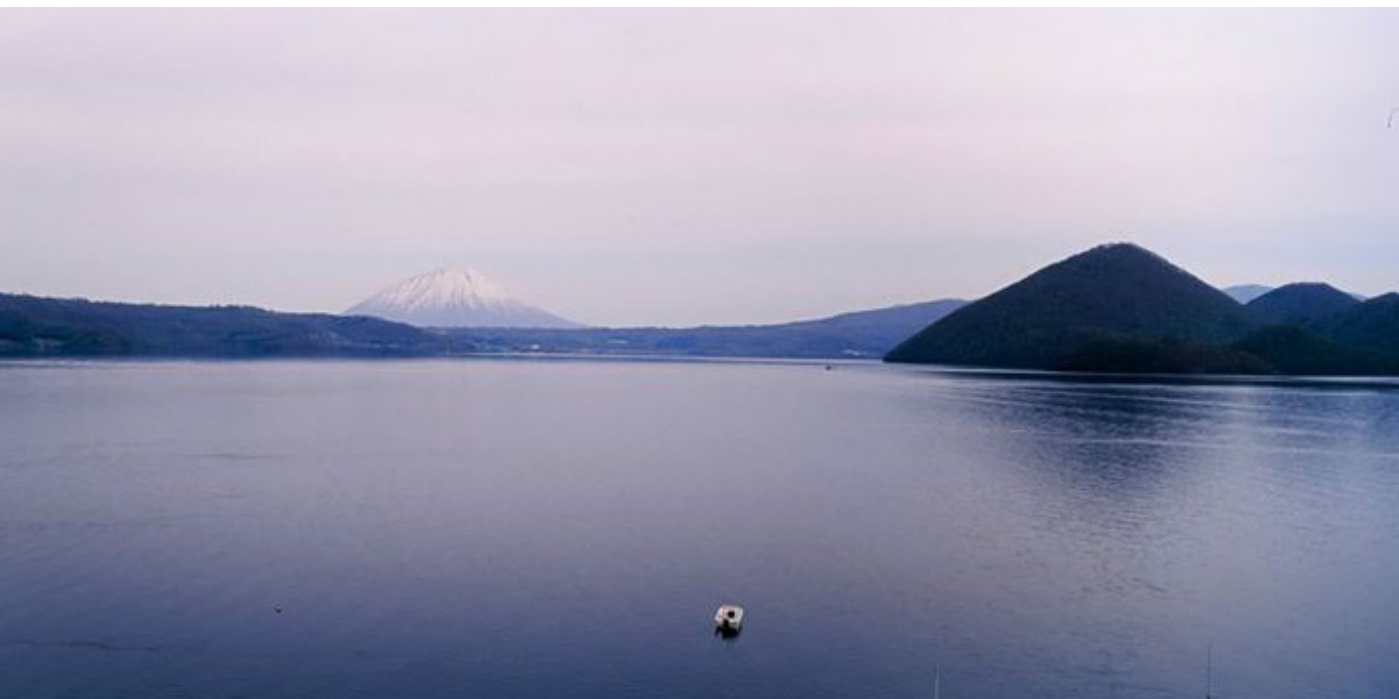
CONCLUSION

SERVICE DESIGN FOR TRAVEL EXPERIENCE, TOURISM ECOLOGY, EVEN FOR THE WORLD.

Undoubtedly, there are always many limitations existing in every design intervention, service design is no exception. From the research, we know that design for travel experience cannot be too involved, otherwise the travel would lose its own worth. All the design can do is to facilitate people's interaction and communication, and indirectly and consciously impact travelers' experience.

On the other hand, referring back to the long-term goal of the project mentioned in the very beginning, design aims to change tourism ecology and reduce the negative influence of the development of tourism. Unfortunately, we have to admit that 'Experience design is not the cure for the current social situation'. Therefore, the key is 'how to create the momentum of culture shift'. This is a complicated question and there are various opinions as to the answer. This project, I believe that the momentum embedded in the meaning of travel, might prove a disruptive innovation instead of the optimisation of the current travel experience. That is the reason why the final design solution helps the travel experience in an innovative way we have never seen before. This design project would be just a seed contributing to a culture shift, and the flexibility and agility become the water and sunshine to maintain and even amplify the momentum in the course. This design project will be sound and complete, only when we really take these factors into consideration.







LONDON



NEW YORK



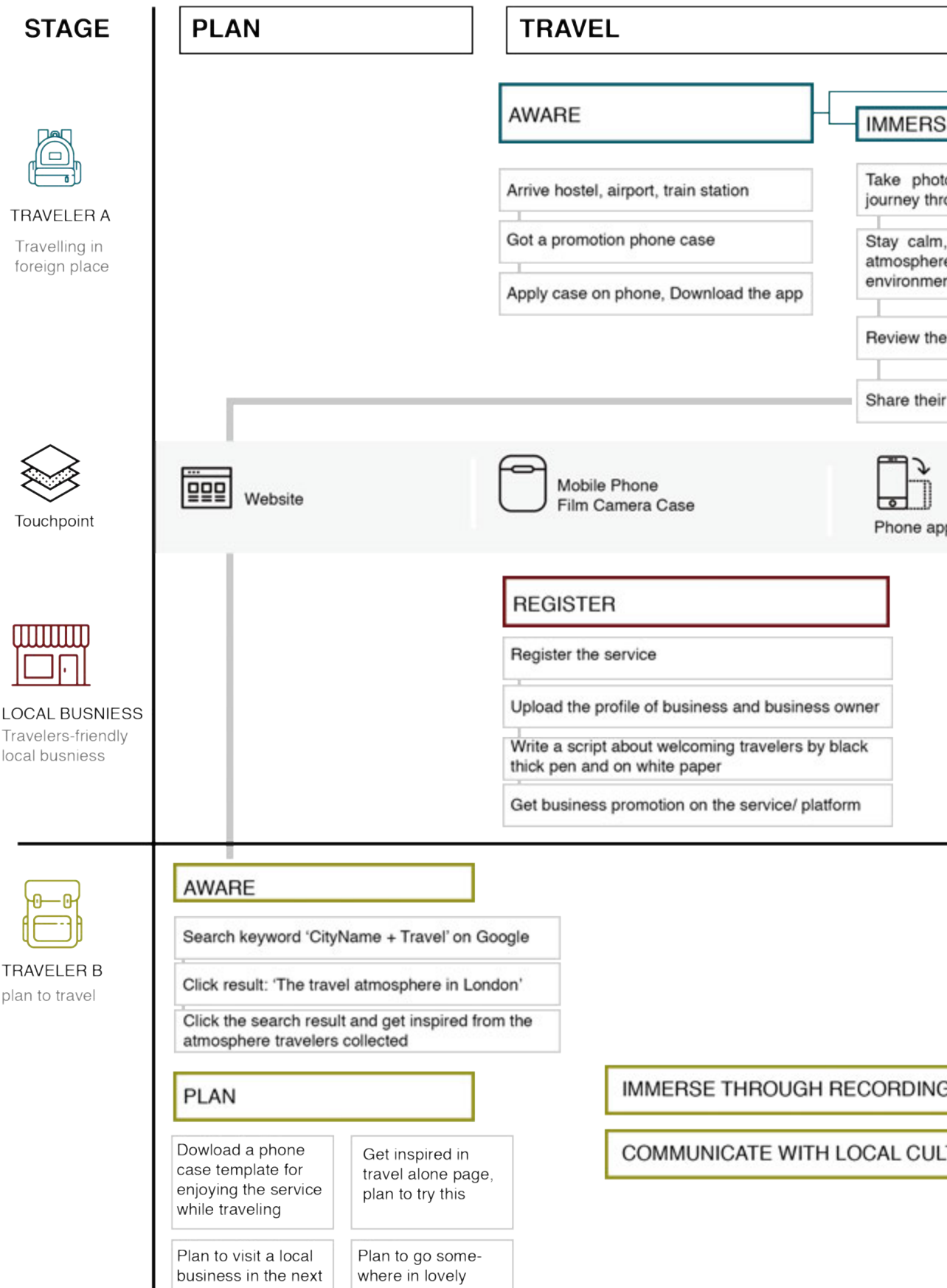
TOKYO

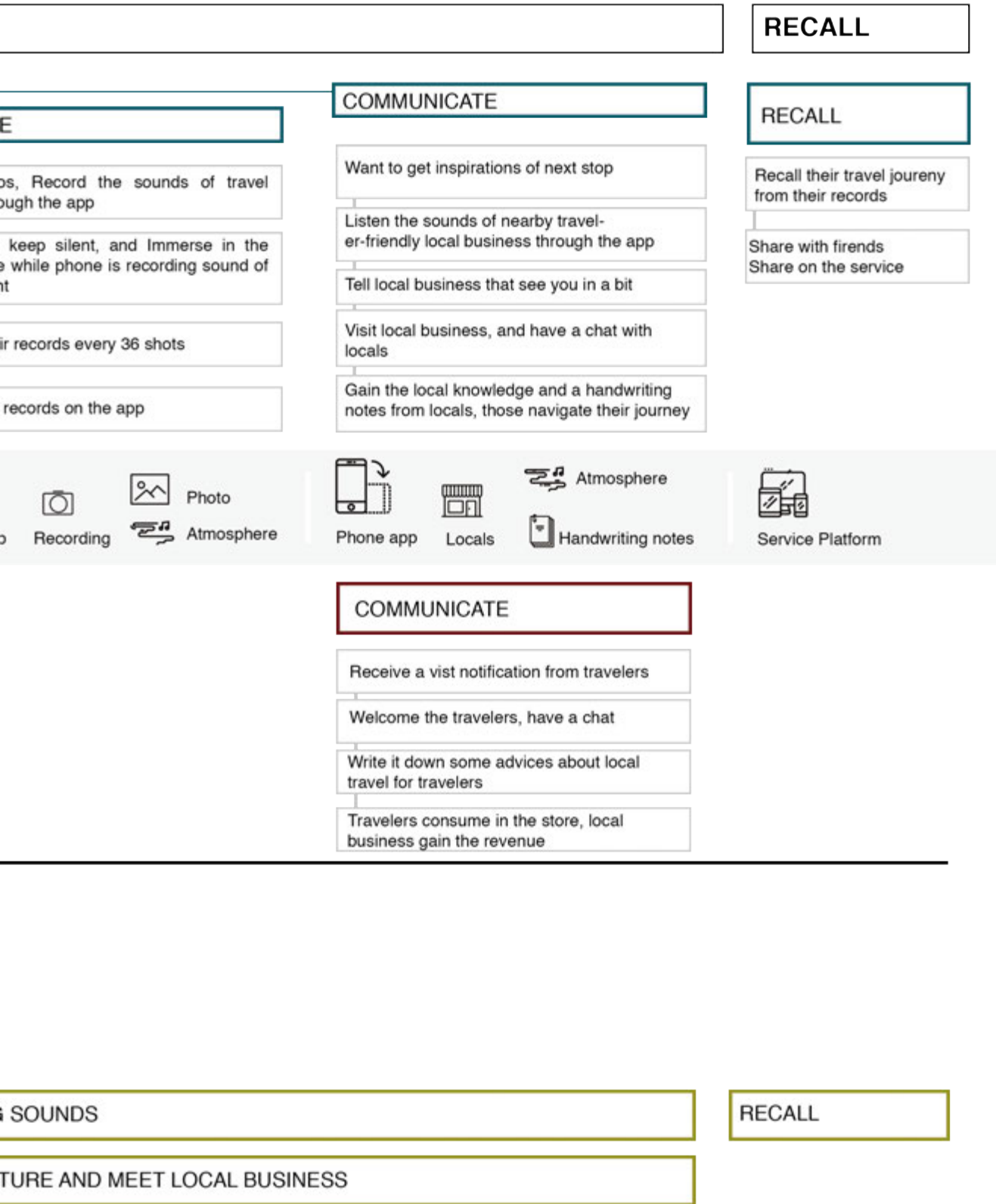


MOSCOW

APPENDIX BIBLIOGRAPHY

Service Blueprint
Business Model Canvas
Template of phone case





SERVICE BLUEPRINT

BUSINESS MODEL CANVAS

Key Partners <ul style="list-style-type: none"> - Traveler-friendly local business Public transportation for service promotion - Advertisement agency - Manufacturing company - CityMapper - Google maps 	Key Activities <p>Production</p> <ul style="list-style-type: none"> - Manufacturing the phone cases <p>Marketing</p> <ul style="list-style-type: none"> - Advertising on travelers and local business - Promotion campaigns at transport hubs at point of launch <p>Management of service and networking</p> <ul style="list-style-type: none"> - Maintain the relationship with travelers friendly local business - Ensuing the quality of communication between travelers and local businesses 	Value Proposition <p>Existing travel opportunity to g travel ex capture key mo and access to through onli interactions (v rec</p>
Cost Structure <ul style="list-style-type: none"> - Manufacturing of phone case - Warehouse for shoring phone case, and materials - Promotion/ Advertising of paper phone case - Promotion/ Advertising of service on social network - App maintenance - Website maintenance - Human resources for maintaining and exploring the relationship between local business and the service 		

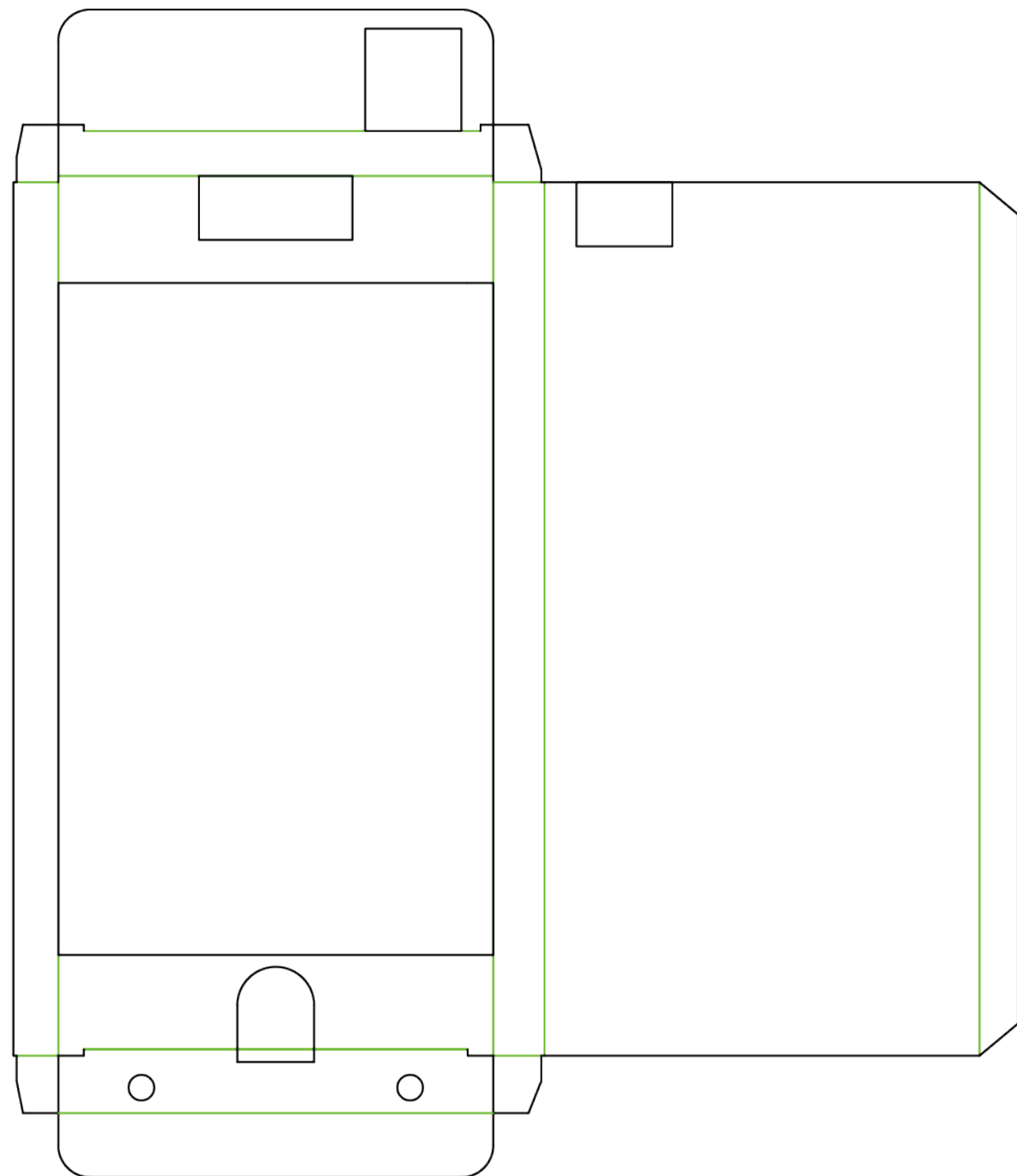
<p>Travelers and tourists gain more in-depth experience, moments/memories, local knowledge, on-line and off-line visual and audio records)</p>	<h3>Customer Relationships</h3> <p>Short term</p> <ul style="list-style-type: none"> - Self-service : the company maintains no direct relationship with customers. It provides all the necessary means for customers to help themselves in getting immersed and getting inspired of their travel journey. - Face-to-face: during promotions at key transport hubs, at point of launch <p>Long term</p> <ul style="list-style-type: none"> - Co-creation: Travelers create, record and share their travel records. Eventually, it would form a community of travel inspirations. 	<h3>Customer Segments</h3> <p>Short term</p> <ul style="list-style-type: none"> - Niche market- Travel addicts, solo-travelers <p>Long term</p> <ul style="list-style-type: none"> - Mass market- Encouraging tourism to be travelers
	<h3>Channels</h3> <p>Awareness:</p> <ul style="list-style-type: none"> - Provide promotion paper phone case in the station of public transportation advertisements on social media, google search <p>Value delivery and evaluation:</p> <ul style="list-style-type: none"> - Physically experience the service (public events) <p>Post-service:</p> <ul style="list-style-type: none"> - Notifications of travel memory recaps from service 	

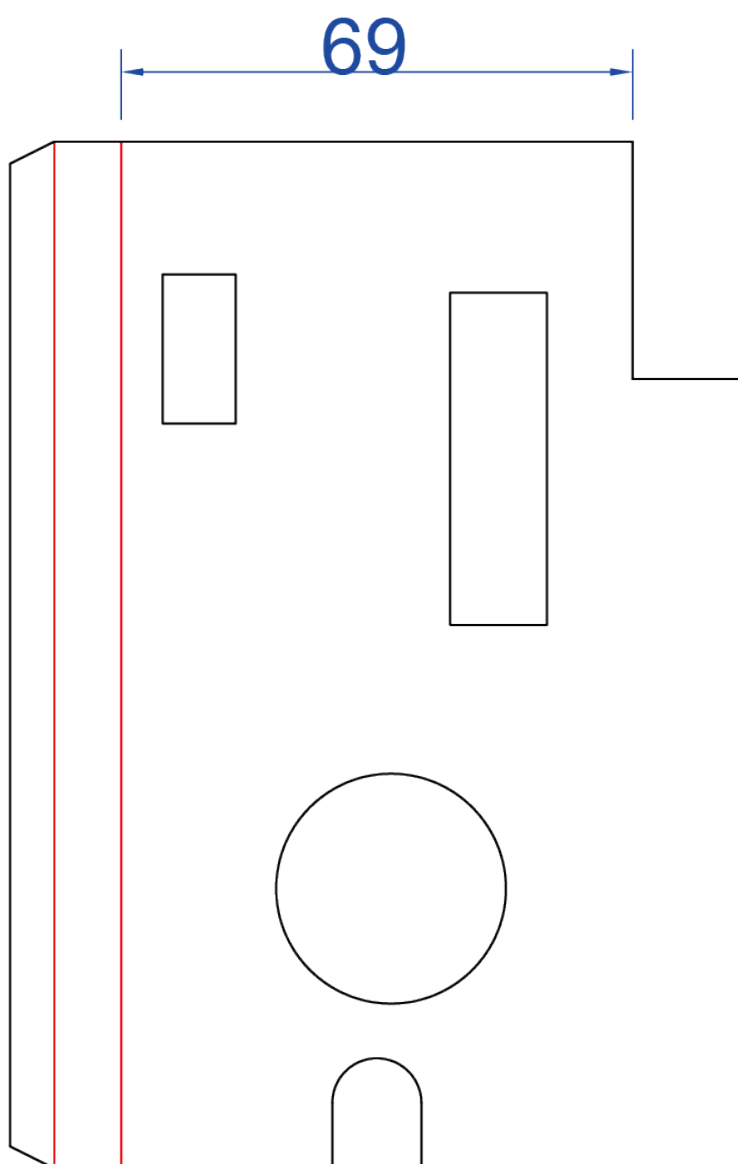
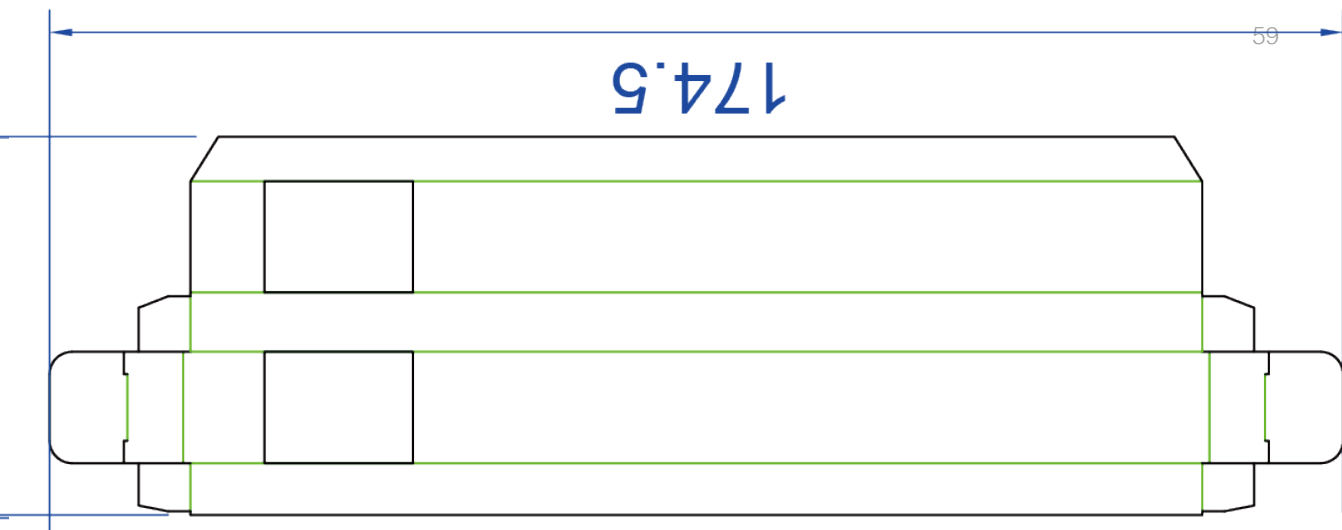
Revenue Streams

- Local business advertising revenue
- User donation on promotion case
- User donation on the service
- Launch a project on kickstarter (crowdfunding)

PHONE CASE TEMPLATE

suitable for iPhone 6 7 8





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Eriksson, J. (2013) At the Café at Home. Available at: <http://jesper-eriksson.com/lonely.html> (Accessed: 16th Nov 2017).

THANKS



ual: university
of the arts
london
london college
of communication

DESIGN BOOK

