LOCAWAY

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Overall Problem

- Countries often have local transportation options that are unknown to tourists.
- People have different priorities when it comes to picking forms of transportation.
- The lack of Wi-Fi and/or cellular data access in foreign countries can make it difficult to find transportation on the spot.

Finding transportation in a foreign country can be tricky!

Contextual Inquiry

- People tend to choose public transportation based off price and safety.
- Some local ticketing systems are not intuitive to tourists, especially those who don't speak the language.

http://cdn-image.travelandleisure.com/sites/default/files/styles/720x450/public/201411-w-worlds-most-visited-tourist-attractions-pike-place-market.jpg?itok=uJsfFTY3

Interviews

- Having limited Wi-Fi and/or cellular data access is challenging.
- People make use of forums.
- Planning on the spot is often easier than planning in advance.
- Planning solo trips is very different from planning a family trip.

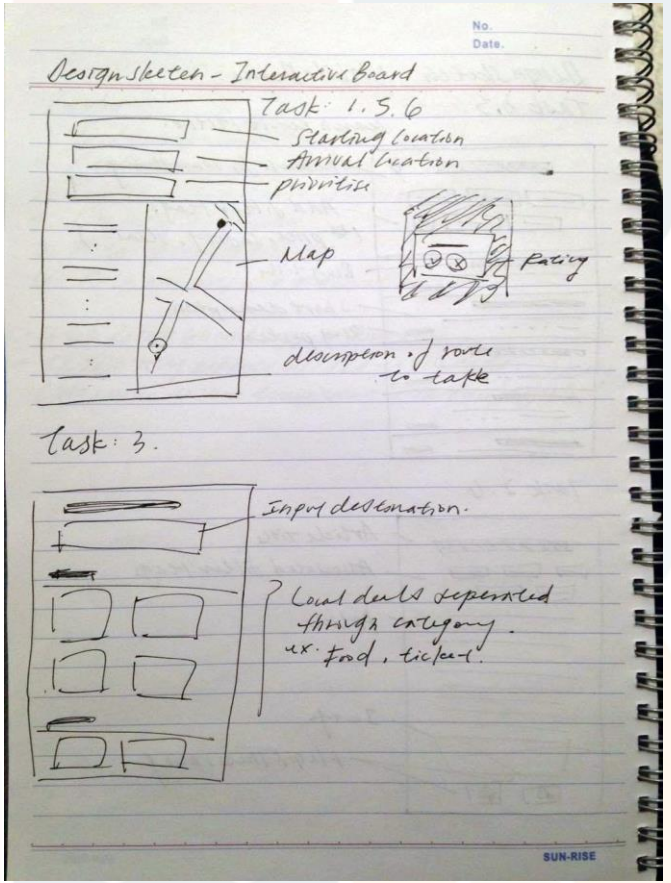
Initial Tasks

1) Find transportation options from one place to another (on the spot)
2) Read about the past transit experiences of others and “favorite” them
3) Find local deals at specific destinations
4) Share travel experiences with others
5) Filter transportation options by priority (e.g. safety, price…)
6) Rate/comment on travel-related posts

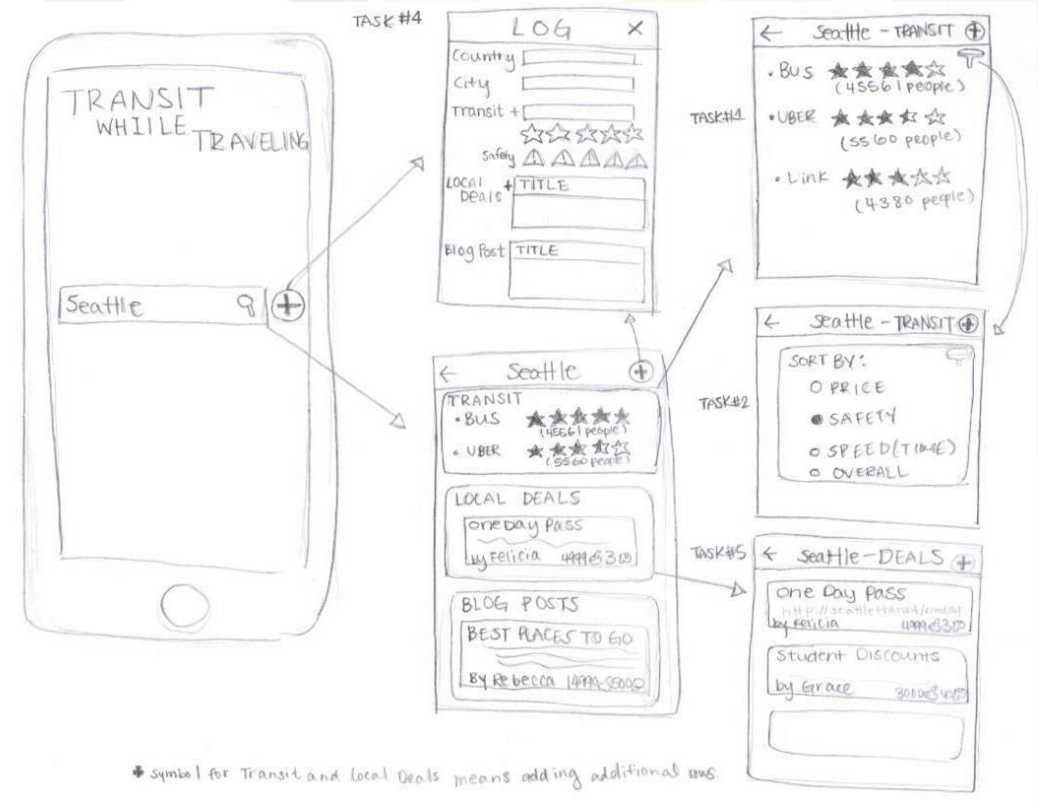
Design #1

Interactive Display

- Find transportation options from one place to another (on the spot)
- Filter transportation options by priority (e.g. safety, price…)
- Rate/comment on travel-related posts
- Find local deals at specific destinations



Design #2



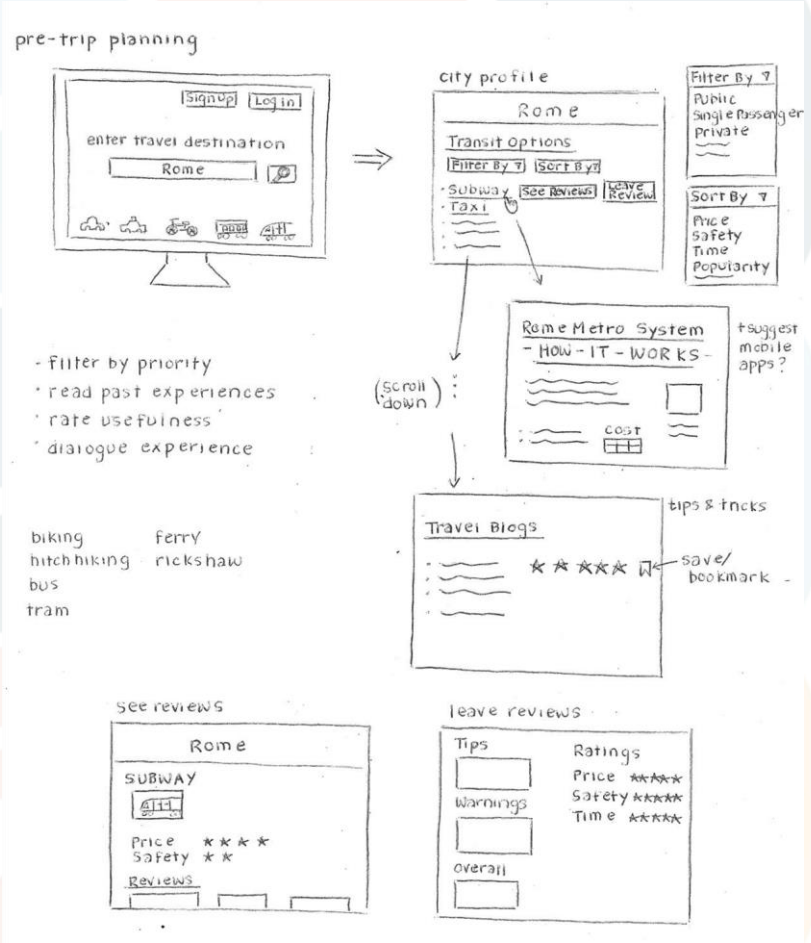
Mobile Application

- Find transportation options from one place to another (on the spot)
- Find local deals at specific destinations
- Share travel experiences with others
- Filter transportation options by priority (e.g. safety, price…)

Design #3

Web Application

- Share travel experiences with others
- Read about the past transit experiences of others and “favorite” them
- Filter transportation options by priority (e.g. safety, price…)
- Rate/comment on travel-related posts



Selected Design & Tasks

Interactive Display

Find and filter transportation options from one place to another based on priority (i.e. safety, price, etc).

Rate transportation options based on the user's own experiences and provide feedback.

Storyboard #1

Storyboard #2

Summary

- Tourists learn a lot from people who have previously traveled to the same destination.
- Younger travellers tend to seek transportation options on the spot.
- Designing for written feedback is a lot more difficult than designing for ratings.
- Lack of Wi-Fi or cellular connection is a big pain point for travelers in a foreign country.

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