# fika

(n., v.) · [*fee-ka*] · Swedish

a moment of **connection**, usually over coffee with new or old friends

David Lin · Emma Fritzberg · Nathan Li · Steven Horng

motivation

- Tendency to **check off boxes** as opposed to finding authentic and unique experiences

- Lack of familiarity leads to settling for **pre-packaged experiences**

- People enjoy **connecting with locals**, but lack an effective means to do so
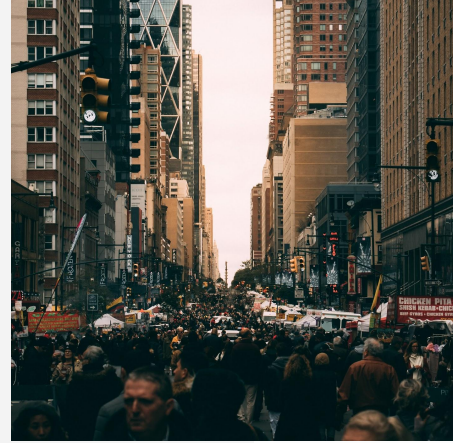
primary tasks

—

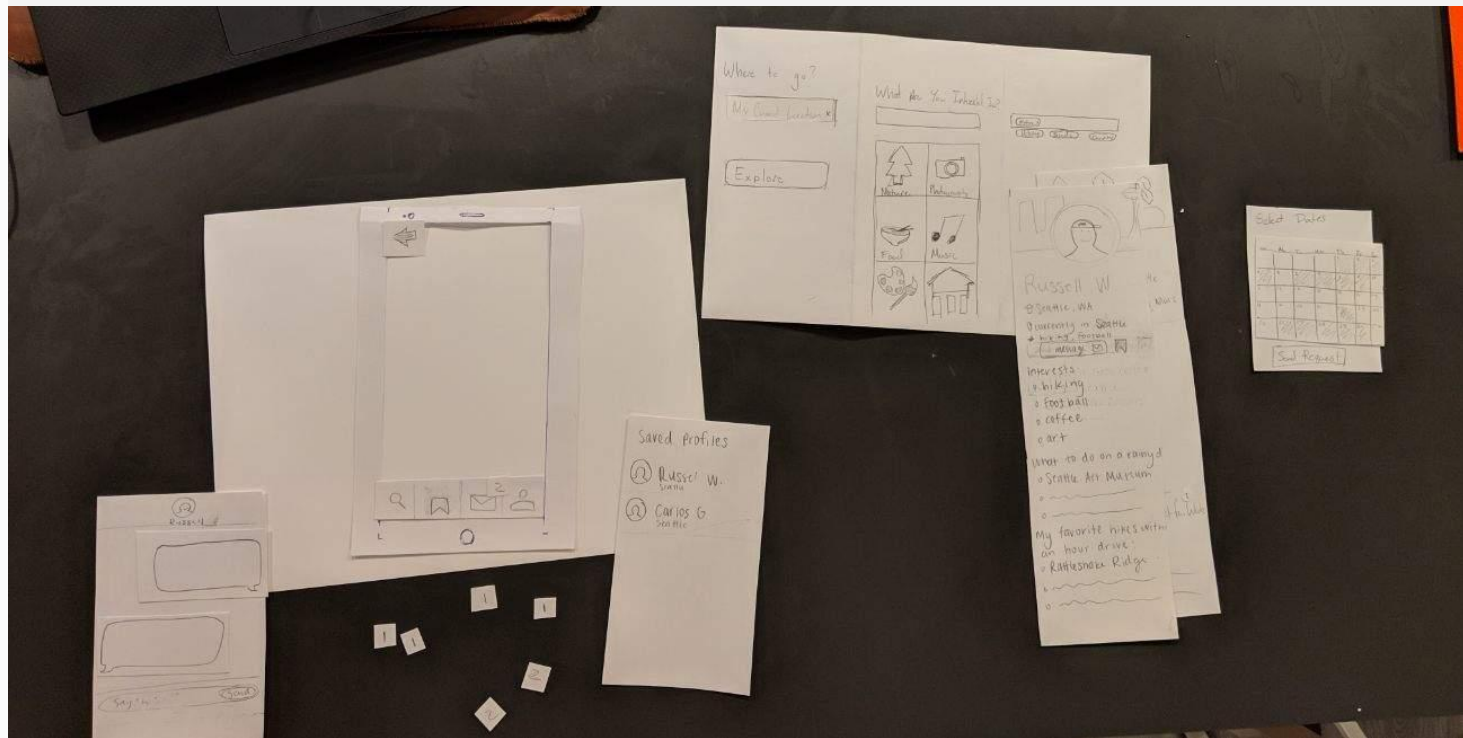Users should be able to complete these two primary tasks

01 — **find a local guide.**
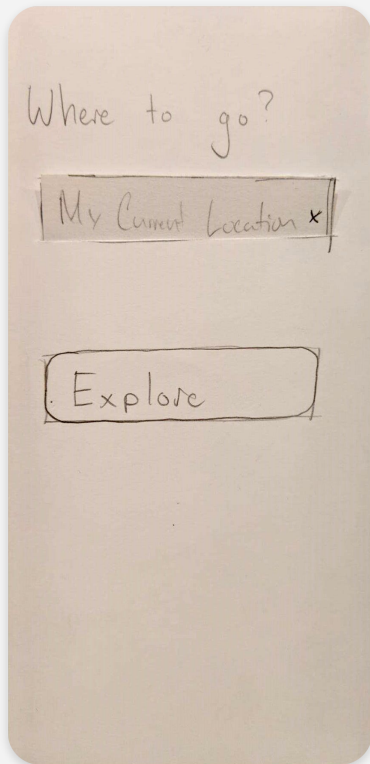
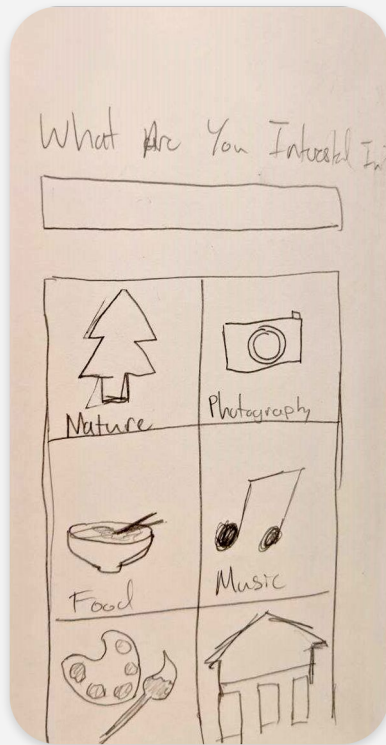**schedule a meetup.** **02**

initial prototype

Overview of initial prototype

finding a local guide

Task 1 (Initial Prototype)
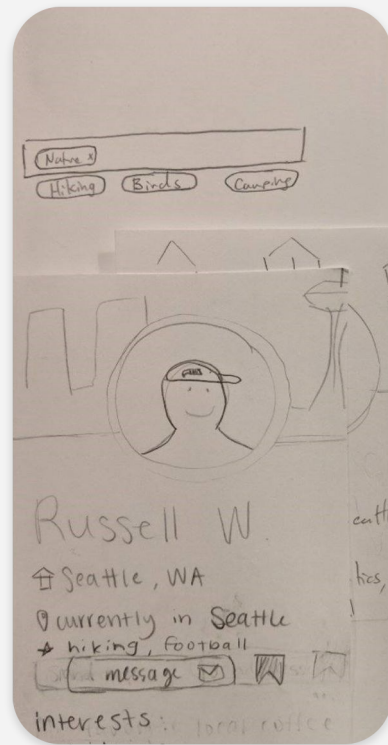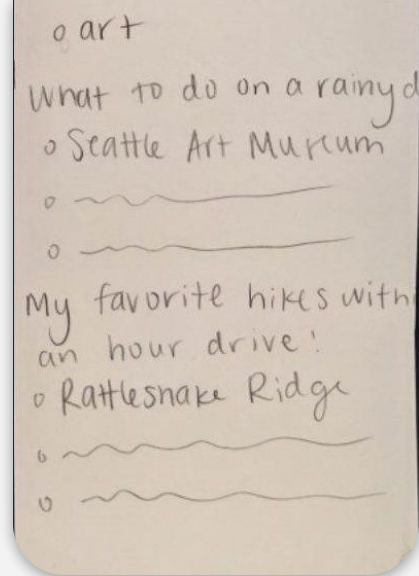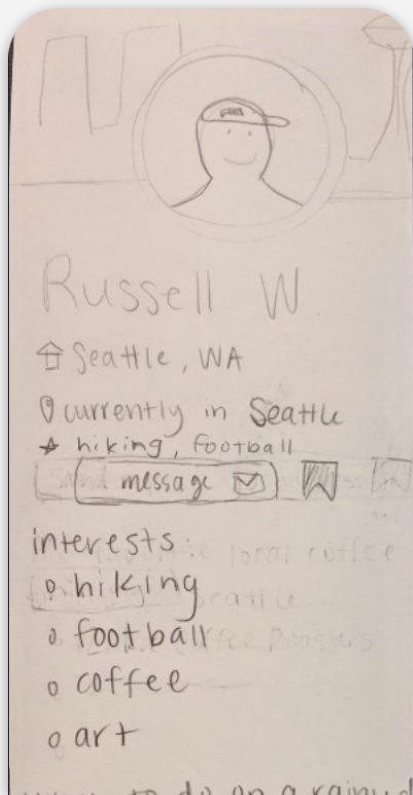

1 LOCATION

2 INTERESTS

3 SEARCH RESULTS
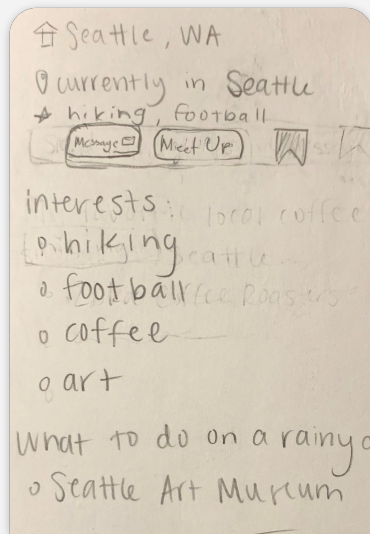
finding a local guide

Task 1 (Initial Prototype)

4   FULL PROFILE

scheduling a meetup

Task 2 (Initial Prototype)

1 HIT "MEET UP" BUTTON
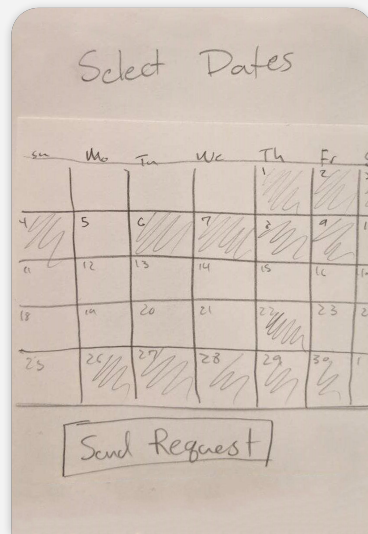
2 SELECT DATES
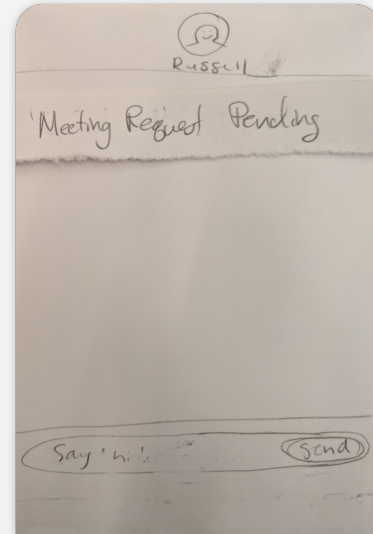
3 PENDING MEETUP REQUEST

testing process

Asked participants to complete the two tasks

2 heuristic evaluations
3 usability tests

critical incidents:

- Will the app find the **right** guide?

- Profiles had **too little information** for user to find a desirable guide

- Certain app interactions were **unclear**

    ▷ Message / Meet Up

prototype revisions

Added "About Me", "Photos", "Reviews", and verified status

new profile features
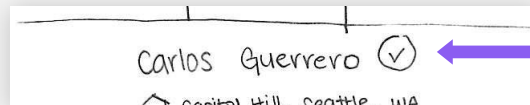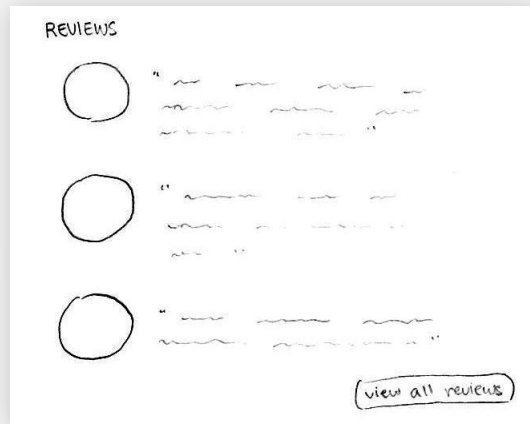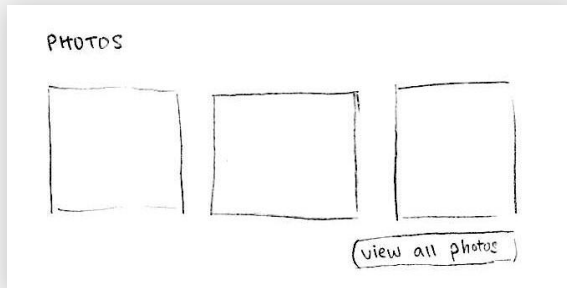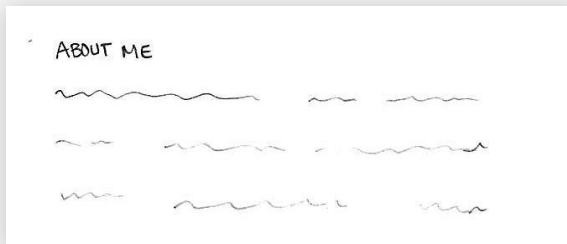
solved critical incidents: Profiles lacked useful information and verification

prototype revisions

Added a "Potential Itinerary" feature

new profile features (cont.)

solved critical incident: Profiles lacked useful information
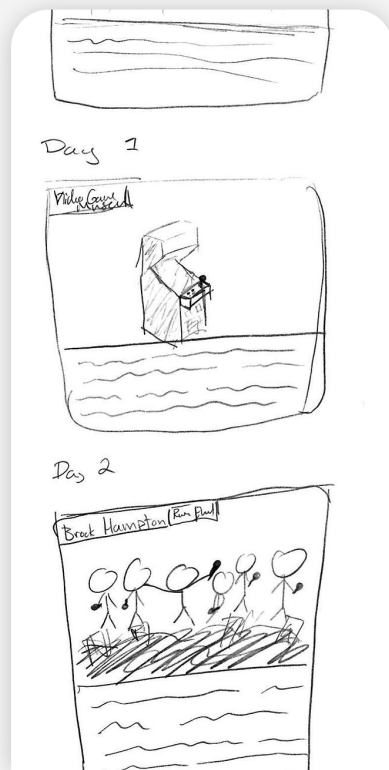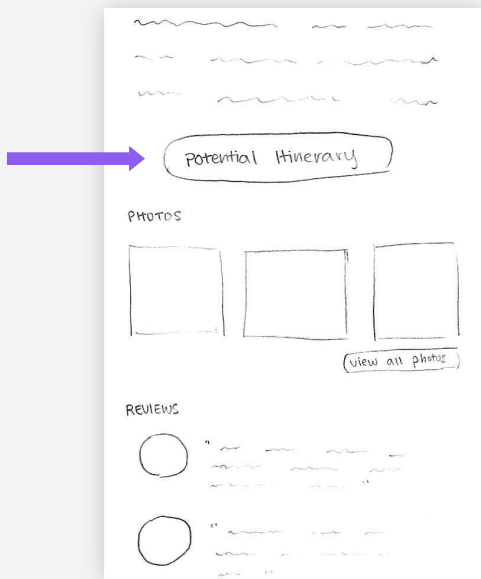
prototype revisions

"Meet Up" functionality is now within "Message" alongside added widgets

combined "message" and "meet up"
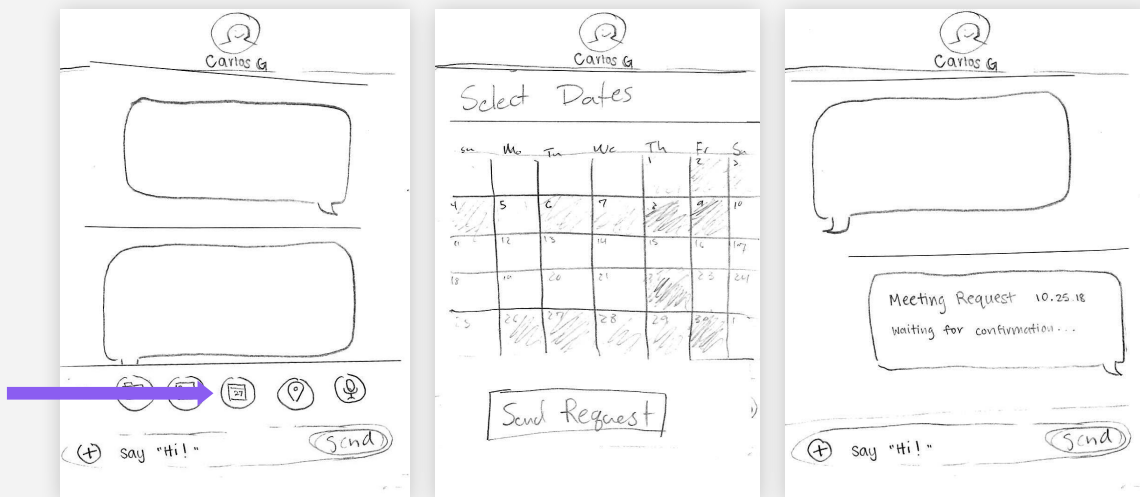
solved critical incidents: "Meet Up" and "Message" created confusing flow

digital mockup

Task 1: Finding the Right Guide

01

select the destination.

Users can plan ahead by searching their next destination for local guides to connect them with the area.

If they're feeling spontaneous, they can look for potential guides or just things to do when they are already out exploring.
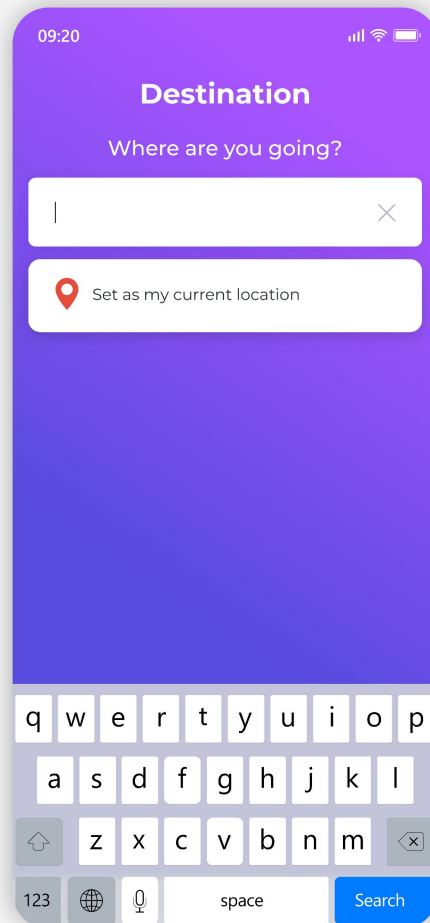
digital mockup

Task 1: Finding the Right Guide

02

control the experience.

Users can search for local guides by filtering with various topics and interests that they enjoy.
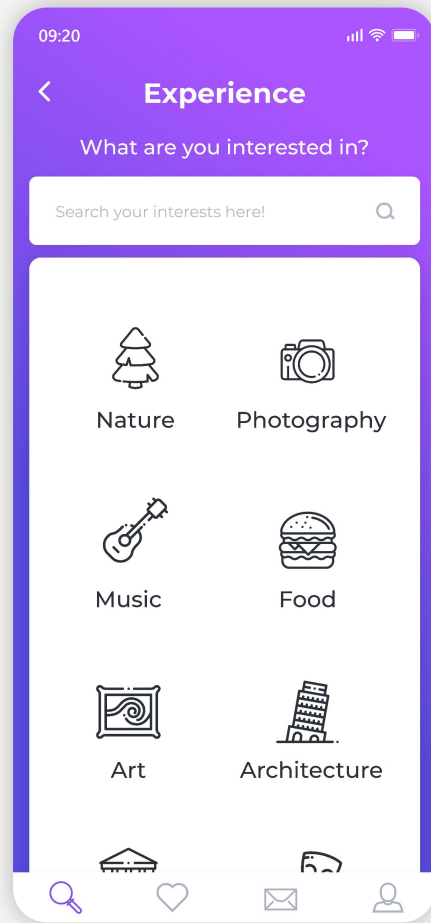
digital mockup

Task 1: Finding the Right Guide
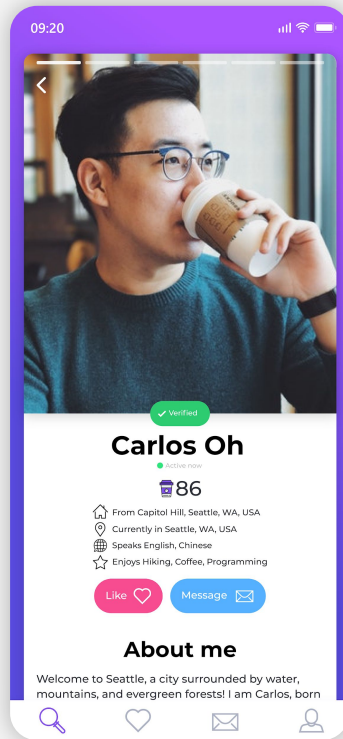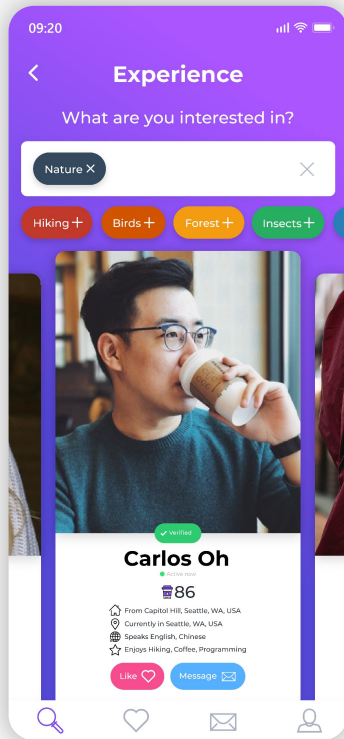
03

find the right guide.

Users can go through a variety of different profiles of potential guides that share similar interests.

digital mockup

Task 1: Finding the Right Guide

04

envision the trip.

An itinerary provides a deeper insight for the user as to what meeting with this guide might look like.

Even if the guide isn't chosen, users can learn fun things that they can still pursue.

About me

Welcome to Seattle, a city surrounded by water, mountains, and evergreen forests! I am Carlos, born and raised in Seattle. I am a Computer Science major studying in the University of Washington - however, I'm currently taking a gap year! ^^
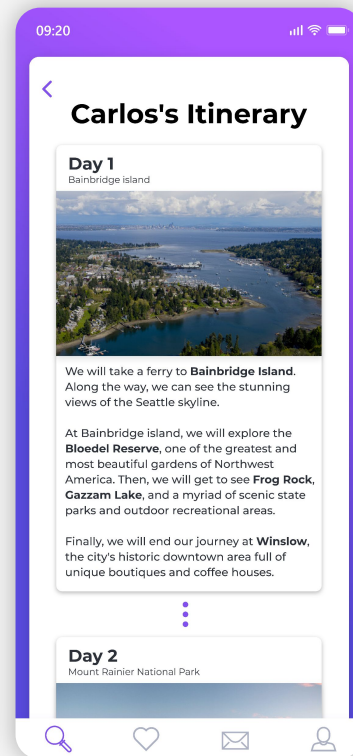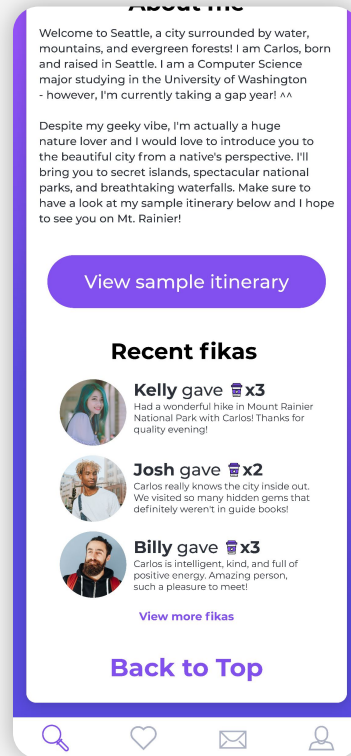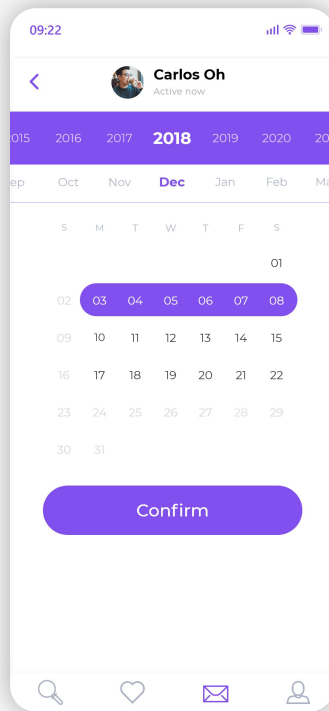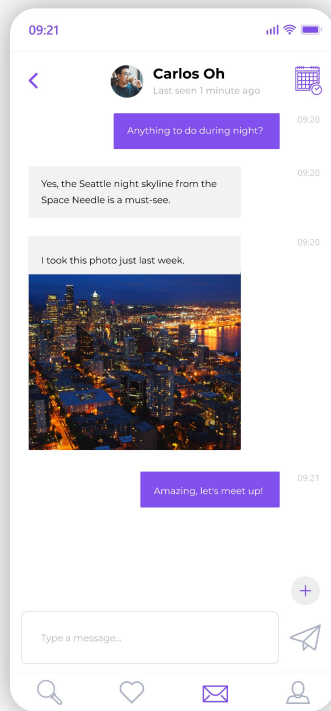
Despite my geeky vibe, I'm actually a huge nature lover and I would love to introduce you to the beautiful city from a native's perspective. I'll bring you to secret islands, spectacular national parks, and breathtaking waterfalls. Make sure to have a look at my sample itinerary below and I hope to see you on Mt. Rainier!

View sample itinerary

Recent fikas

Kelly gave 🥤x3
Had a wonderful hike in Mount Rainier National Park with Carlos! Thanks for quality evening!

Josh gave 🥤x2
Carlos really knows the city inside out. We visited so many hidden gems that definitely weren't in guide books!

Billy gave 🥤x3
Carlos is intelligent, kind, and full of positive energy. Amazing person, such a pleasure to meet!

View more fikas

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09:20

< **Carlos's Itinerary**

Day 1
Bainbridge island

We will take a ferry to **Bainbridge Island**. Along the way, we can see the stunning views of the Seattle skyline.

At Bainbridge island, we will explore the **Bloedel Reserve**, one of the greatest and most beautiful gardens of Northwest America. Then, we will get to see **Frog Rock**, **Gazzam Lake**, and a myriad of scenic state parks and outdoor recreational areas.

Finally, we will end our journey at **Winslow**, the city's historic downtown area full of unique boutiques and coffee houses.

Day 2
Mount Rainier National Park

digital mockup

Task 2: Scheduling a Meetup

01

create conversation.

Users can message a potential guide and, after verifying mutual interest, schedule a time to meet.
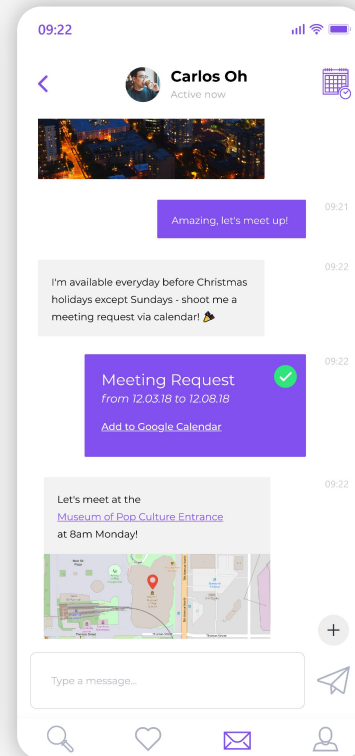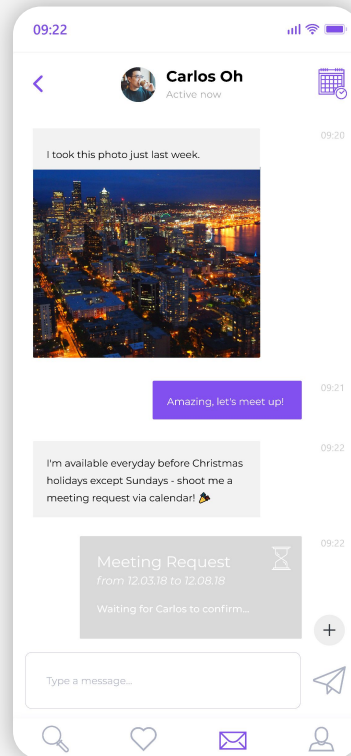
digital
mockup

Task 2: Scheduling a Meetup
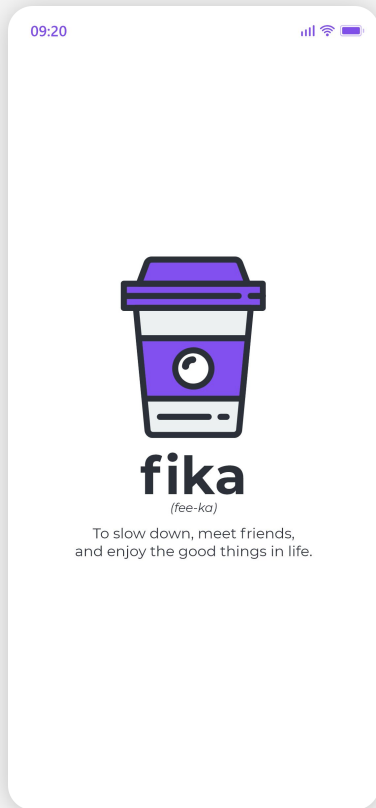
02

meet and
explore.

Users then meet at a specified time and place, and off they go to new and more intimate experiences with the local culture.

**project
summary**

some things
we noted.

- Keep an **open mind** at **all** stages

- Good user tests **require** good
  preparation

- It's easy to lead on a test participant if
  uncareful

- Give your design space, well, **space**

09:20

fika
(fee-ka)

To slow down, meet friends,
and enjoy the good things in life.

thank you!

Any questions?