Let's Go Amigo

2019 Survey Usability Report

Matthew T Rader

CONTENTS

INTRODUCTION

Millennials are expected to travel more than any generation prior[1], there should be an app that helps them and other groups of people plan trips together.

Being part of a large family, I am the oldest of six children, has a lot of great benefits, namely, I always had a friend to do things with. When we all became adults we ended up living far apart from one another spread across the United States. Despite the distance, we all remained in close contact with one another. One of the biggest challenges we have had is organizing trips together. Growing up, my parents took us on camping and road trips every summer, we have not been able to plan trips together since becoming adults because planning trips for six different people and their spouses at all different stages of life has proven to be almost impossible for us.

Let's Go Amigo, a fun name for a fun app, helps facilitate group traveling with friends and family. The main goal of the app with be to allow users to figure out when everyone is available to go on the trip and what kind of activities can they can do as a group to ensure everyone has an amazing travel experience that is not only fun for each person, but also feels authentic.

Millennials are mostly interested in authenticity when traveling, they expect to learn and experience something new on their trips[1]. There are a wide variety of interpretations what authentic travel means. It has been broken down into two main categories, authenticity which is based in fact which relates to objects, archaeological sites, history, and other artifacts. The other is called expressive authenticity which relates to an individual's beliefs, perceptions, values, etc. [2]. Currently, there is no research about creating a system to reveal an individual's unique definition of expressive authenticity as it pertains to travel. Such a system can help travel planners construct travel trips that feel authentic according to each person's perception of what authentic is.

EXECUTIVE SUMMARY

Let's Go Amigo is a travel app designed to help groups of people have incredible and authentic travel experiences together. The app's goal is to be fast, easy, and extremely informative for Let's Go Amigo's itinerary builders. To make sure I achieved this goal my peers and I sent out a demographics survey to learn about our target audience. Based off of that information I created four user personas that are two couples. I then identified the personality type that would most likely download this app and share it with her friends. I call this person the Alpha Planner. Jessica, our user persona, is the designated Alpha Planner.

Another survey was made to learn about potential solutions to Jessica's problem of planning a trip with her friends that will feel both fun and authentic for each person in the group. The approach I came up with to solve her problem was to develop a questionnaire embedded within Let's Go Amigo. I created three prototype iterations of the questionnaire.

The first prototype when presented to my peers was seen as boring, cumbersome, and confusing at times. I tested the first prototype with 5 users and they confirmed those thoughts. Users especially did not like when they were forced to type answers into text blocks. My new goal was to make the questionnaire almost invisible by making it a fun interactive journey for users to go through that also helps me discover their travel preferences.

The second prototype was complete overhaul of the initial design. I incorporated known interactions like swiping left and right from dating apps, I also integrated elements from their desired destination into the survey itself. For example, Jessica is planning on going to Paris, France. The new questionnaire had more verbiage referencing France, sliders were added that look like France's country flag, and an image of Paris was added when introducing the questionnaire. This version also saw the addition of a summary screen that allowed users to see the answers to all their questions with the ability to go back and edit any of them.

The testing of this prototype version proved it to be a success in many ways and much more challenging in other ways. The success was that the users who tested this new version really enjoyed swiping left and right on the large images, moving the sliders back and forth, they liked seeing the references to France throughout, and they like how text box questions were either gone or easily optional. The challenges were the increase in complexity. This increase created more moments of getting stuck, thus creating a bigger learning curve and the prototyping software had severe limitations when wanting to emulate certain gestures and functionalities which also hampered the users' experiences during testing.

Overall I did gather some great information from the two rounds of user testing we did and created a new list of already implemented features that have not yet been tested. Below is a high level overview of what we found and the solutions I came up with to solve them.

A few of the main problems we found and were able to fix:

Problem - There was a lack of confirmation when swiping left and right on the topics.
Solution - When a topic has been swiped have a confirmation mark appear.

Problem - Confusion with the statement "I need to feel safe."
Solution - Reworded it to "I'm very adventurous"

Problem - Top 5 screen was confusing and had no indication if it could be skipped
Solution - Added "SKIP" button and made only one field with the options to add more.

Problem - Verbiage for adding your budget confused several of the users.
Solution - Changed the wording from "only your budget" to "your individual budget"

Problem - Users did not like the open text section for the special considerations.
Solution - Listed consideration options and a space for other at the bottom.

Opportunities
Add a more in depth user profile within the app like age, gender, and children.
Create short animations to explain new/unique functionalities.
Seek out more creative and unique ways questionnaires have been developed.

LITERATURE REVIEW

Interpretations of Authenticity in Tourism[2]

Written by Ilinka Terziyska, in this paper she researched and discussed how people interpret authenticity when traveling. She pointed out that authenticity is primarily discussed in two major scientific fields, psychology and existential philosophy. Throughout the years authenticity has been broken down into two basic categories, nominal and expressive. Nominal authenticity is focused on the correct identification of the original, authorship, or provenance of an artifact. Expressive which is more about being true to oneself which is interpreted through an individual's or a society's set of values and beliefs. She also pointed out that J. L. Austin said the word authenticity is used as what is called a 'trouser-word." This means the word is used to identify something as not the opposite meaning of the word. For example, for a tourist to call a pub in England authentic, instead having a definitive meaning for authentic, they simply are saying the pub in England is not fake.

Terziyska writes that there are three main approaches to authentic travel in scientific literature are based on objectivism, constructivism, and postmodernism. The objectivist theory is basically the same as nominal authenticity, that authenticity is inherent in the object itself and the tourist is completely separate from the object and its authenticity. She pointed out that D. MacCannell applied the terms "frontstage" and "backstage" to tourism. He said that tourist prefer to see the frontstage where things are staged and inauthentic instead of the backstage, where local people live and do their daily routines. Constructivism says there is no absolute truth, therefore a person's beliefs and values construct the authenticity of an object. The based on post-modernism, there is existential authenticity which has nothing to do with an object's inherent authenticity but is all about how any particular individual interprets something as authentic. She sums up her paper stating that in research the constructivist view is most common but in practice people seem to be most focused on objective authenticity.

Authentic Concepts: Effects on Tourist[3]

This is the result of a field experiment conducted by Marit Gundersen Engeset and Ingunn Elvekrok to see how authentic concepts influence tourists' satisfaction with travel experiences. They surveyed people that stayed at four hiking lodges over a six week period in Norway. Guests generally arrived in the afternoon, ate dinner, spent the night, and left the next morning. They wanted to see how authentic concepts impact the overall satisfaction of visitors. They created an authentic meal concept and a storytelling concept. They had the lodges alternate providing these concepts while asking all the visitors to fill out a questionnaire. They analyzed the results of each concept separately. The storytelling one was for measuring impact on service satisfaction and the food was for measuring food satisfaction.

The result of their study revealed despite the accepted belief that authentic concepts increase demand and a willingness to pay a premium, it does not necessarily increase the levels of satisfaction. The guests that had the authentic concepts were only marginally more satisfied than the people who did not have them. What happens is that when tourism businesses introduce authentic concepts they ultimately distract from people are seeking from their trip. For example in this case, most people stayed in those cabins to experience nature, but the more that emphasis was placed on the authentic concepts it drew attention away from the nature experience thus the possible reason for the marginal difference in satisfaction.

Rethinking Authenticity In Tourism Experience[4]

Ning Wang sought to clarify the meaning of authentic travel experiences. A lot of Terziyska research was based off this paper. Wang essentially dissects the three main approaches to authentic travel in scientific literature: objectivism, constructivism, and postmodernism. She points out that while an object may not be objectively nor constructively be authentic people can still have authentic experiences with that object. What tourists are actually seeking are an authentic version of themselves in these new environments with these objects. Also, by applying the existential authenticity perspective to tourist behavior, it explains their motivations much better than nominal authenticity can. Though objective

and constructive authenticity have their limits they are still an essential part of tourism and should be studied further as well as existential authenticity .

Touristic Quest for Existential Authenticity[5]

Hyounggon Kim and Jamal Tazim conducted in depth interviews at the Texas Renaissance Festival to understand their experience there. They recruited 37 people who identified as serious attendees of the festival, for example, they dress up and are repeat visitors. One of the things they discovered was that during the festival the participants had a change in their self-perceptions. For example, one participant said that they are usually very shy but at the festival they put on their Renaissance costume and pose for hundreds of photos a day, this impacted his self-image after the Renaissance Festival ended. While for others, they were their normal selves again when the festival ended. After observing how important the festival was to serious tourist and how much self-making and meaning-making was involved with it, it confirmed Ning Wang's notion of existential authenticity. The festival is an entirely fake Renaissance festival yet people still had authentic experiences there, even to the degree that it changes their self perception and forms new relationships that extended into their everyday lives.

Laying Claim to Authenticity Five Anthropological Dilemmas[6]

Dimitrios Theodossopoulos goes about examining five dilemmas about using authenticity in anthropological analysis. The first dilemma is the idea that there is a single authentic "deep self" that is beyond the surface. The second is the inherent contradictions of using inauthenticity to oppose authenticity. Thirdly, the ironic notion of tradition which can be offensive and deconstructive. Fourth, the criteria for authenticating materially age of an object. Lastly, authenticity holds multiple meanings and conceptualizations simultaneously. After a series of personal stories with friends and discussions he has had about authenticity he realizes defining authenticity is difficult like he discovered with the argument he had with his photographer friend about it. He finishes his paper by pointing out how authenticity is conceptually imprecise and without defined boundaries. That it is actually a dynamic and flexible concept that adapts to whatever the individual is conceptualizing in their own mind.

HYPOTHESES

Research Problem V1

Millennials are mostly interested in authenticity when traveling, they expect to learn and experience something new on their trips[1]. There are a wide variety of interpretations what authentic travel means. It has been broken down into two main categories, authenticity which is based in fact which relates to objects, archaeological sites, history, and other artifacts. The other is called expressive authenticity which relates to an individual's beliefs, perceptions, values, etc. [2]. Currently, there is no research about creating a system to reveal an individual's unique definition of expressive authenticity as it pertains to travel. Such a system can help travel planners construct travel trips that feel authentic according to each person's perception of what authentic is.

Research Statement V1

The purpose of this study is to create a system that can detect individual perceptions of authentic travel experiences for the Let's Go Amigo app.

Research Question V1

What framework can assess how an individual interprets authenticity when traveling?

Hypothesis V1

A system can be created to reveal how authentic travel is defined by any particular person.

Research Problem V2

After sending out a couple surveys and analyzing the results, I came to the conclusion that the best system for discovering one's interpretation to what is authentic travel would be an interactive questionnaire built into a travel app called Let's Go Amigo. The problem is, can an interactive questionnaire be built in such a way that it is fun and engaging for users to interact with and can it illicit the information needed. The following focuses on the usability of the questionnaire instead of the information gathered.

Research Statement V2

The purpose of this research is to discover the best way to create an interactive questionnaire to gather travel preferences from people.

Research Question V2

Can a questionnaire be created that is neither boring nor confusing that can gather useful information?

Hypothesis V2

A questionnaire can be created to learn travel preferences and perceptions that is fun and engaging for the users and very informational for the travel planners.

SURVEYS

Two different surveys were sent out to gather data about demographics and to learn more about how people felt and thought about traveling. The first survey was focused on learning demographics and perceptions related to authentic traveling. The second survey was focused on discovering if there was a need to help groups of people plan for trips and if they were open to an app based system to aid them in that planning.

Demographics Data

Age Range

16.3%
15.7%
9.3%
48.8%

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- Over 55
- Prefer not to say

Marital Status

57%
32%

- Single
- Married / Domestic Partner / Committed Relationship
- Widowed
- Divorced
- Separated
- Other
- Prefer not to say
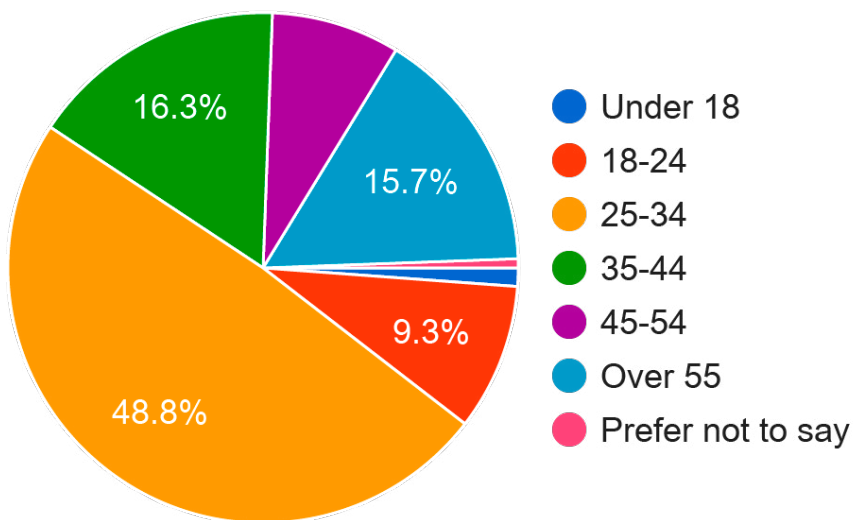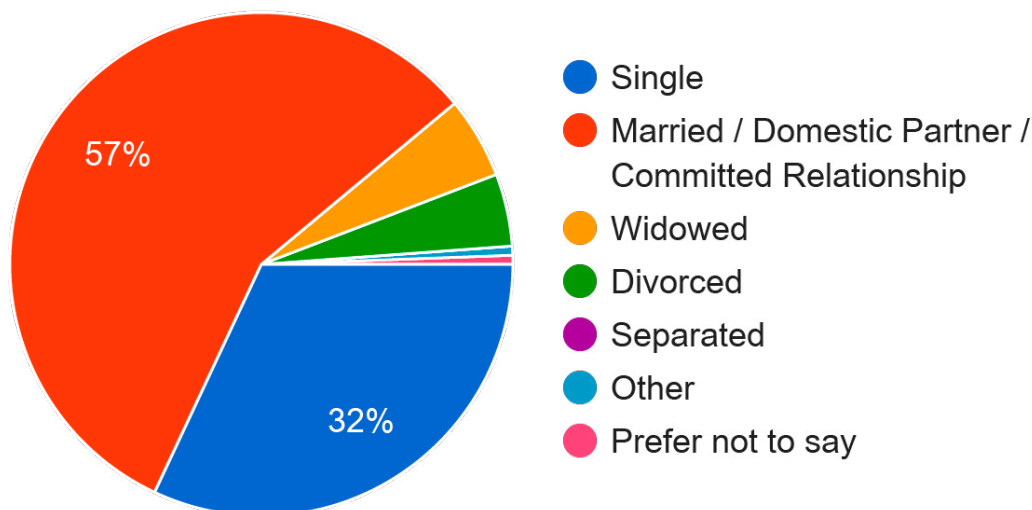
What would make a vacation experience authentic?

This question provided a wide variety of answers that was hard to quantify. To solve this problem I showed the answers in the form a word cloud to show what kind of words were most associated with authentic travel. Interestingly, the results of this question further reinforced the findings in the research papers I read that discovered that the idea of an authentic travel experience varies widely from person to person and that there is no general understood definition of that concept. The biggest common theme was the idea of local.

Challenges when traveling in a group

How challenging is it to sync schedules with people you are traveling with?

103 responses
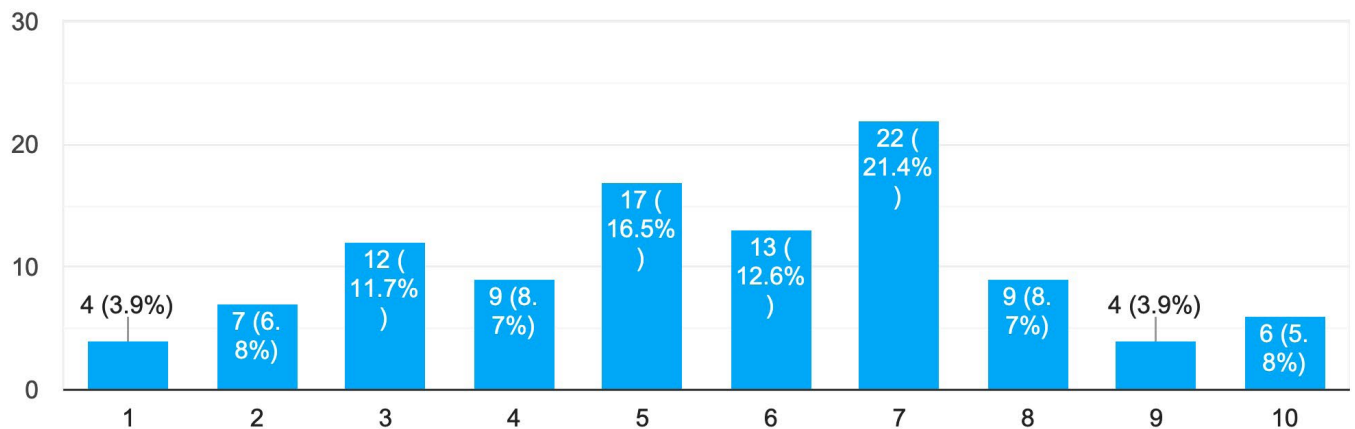
How challenging is it to figure out what to do on a travel trip when traveling with other people?

103 responses
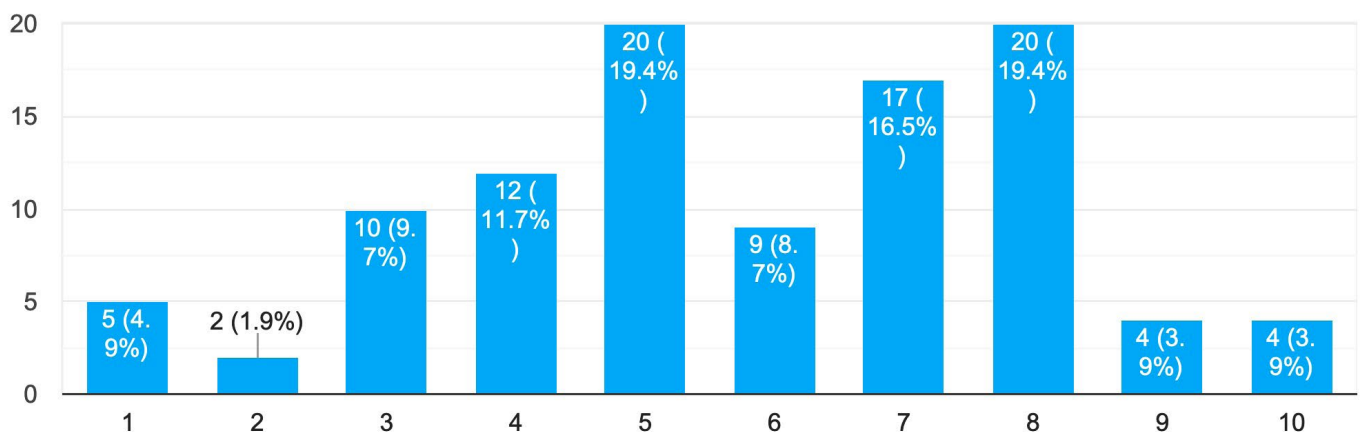
Feelings regarding planning trips

Do you ever have a hard time figuring out what you
would enjoy doing at the places you are visiting?

46.6%

53.4%

● Yes
● No
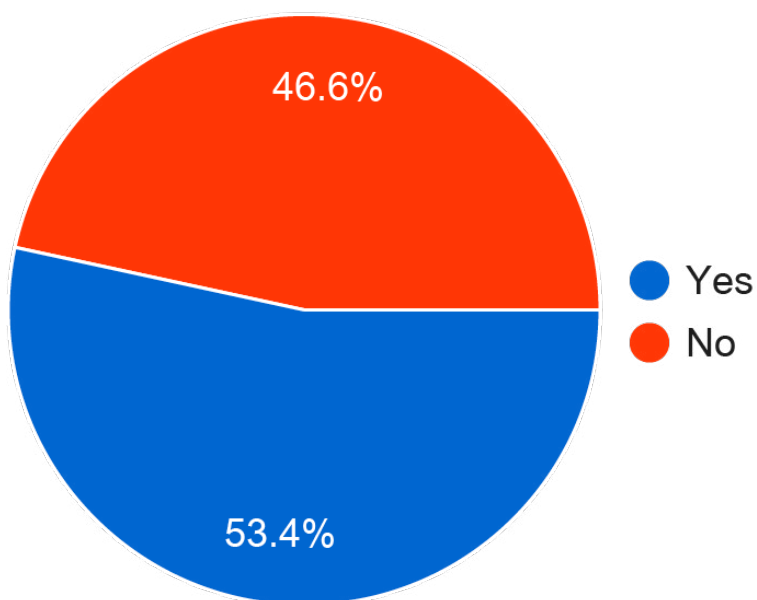
Would you be comfortable with a travel company asking you
questions about your personality to help you plan a trip?

28.2%

71.8%

● Yes
● No
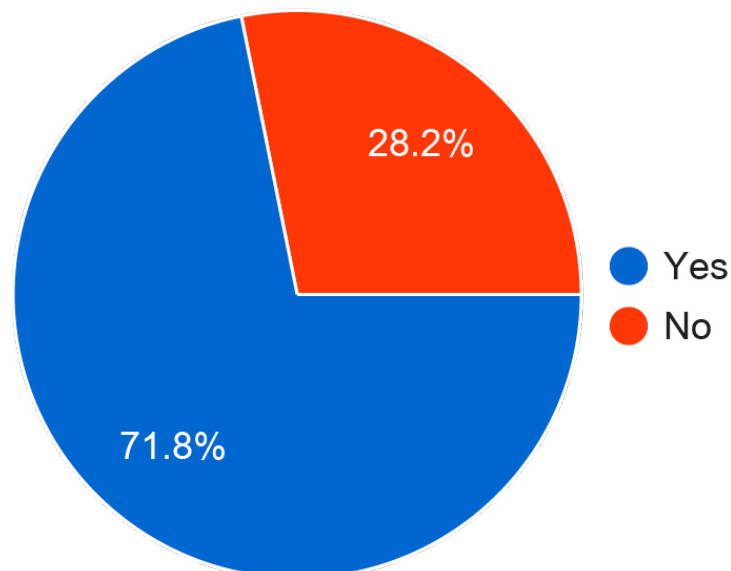
Answers to questions about possible systems to solve planning challenges

Would you feel comfortable filling out an in depth
questionnaire about your travel preferences?

36.9%

● Yes
● No

63.1%
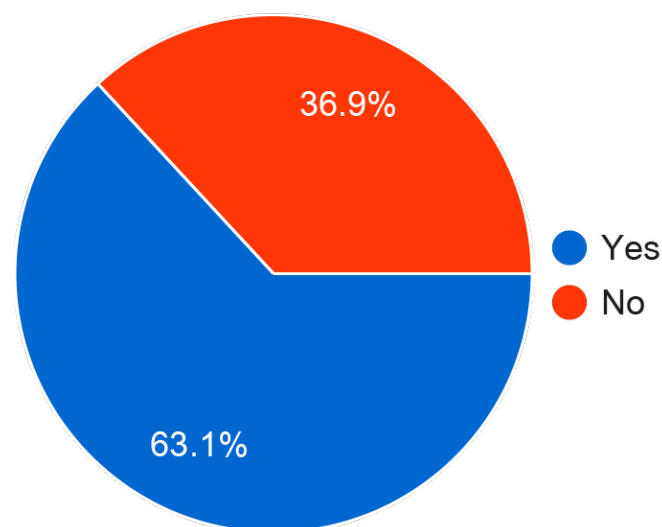
How comfortable are you with using an app instead of a travel agent to
aid you in planning your next travel trip?
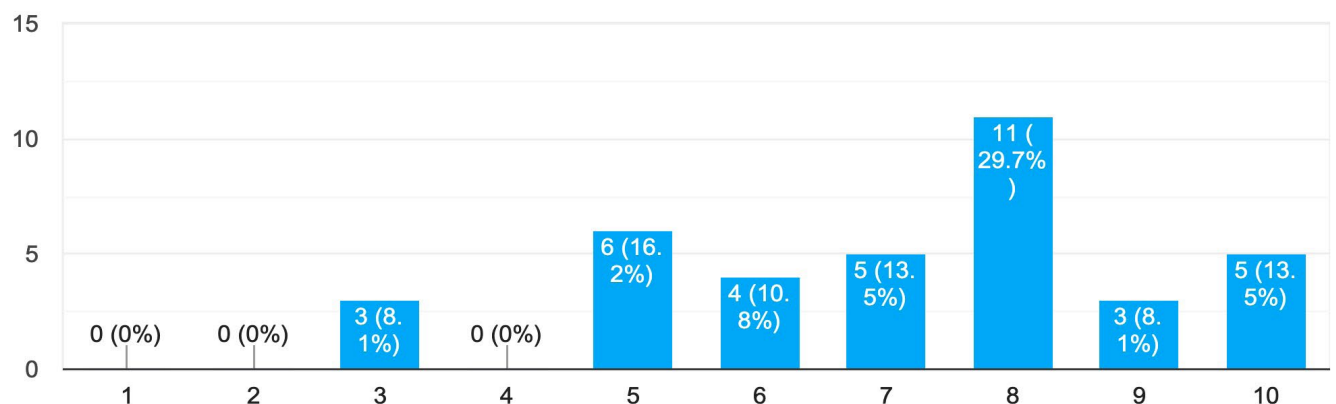
PERSONAS

My personas are based off of our demographic findings and our target audience, middle class millennials that are typically in a relationship and love traveling with their friends and family. Through many interviews with people and readings we discovered that when people are traveling in a group there is usually one person who mainly takes charge in organizing the trip and making sure everyone is on the same page. We call this person the Alpha Planner. In our personas Jessica is the Alpha Planner, is the one who initially downloads Let's Go Amigo, signs up, and invites her friends to help her plan their trip to Paris, France.

Jessica & James

Jessica, the Alpha Planner, is a senior account manager at a major Dallas marketing company. She's been engaged to James for two years and loves traveling with him to other countries. She's the Alpha Planner.

James is a restaurant manager for a popular dining spot in Dallas. He's been engaged to Jessica for two years and loves traveling with her to places she typically chooses. He is laid back and likes his trips to be not very busy but also have a bit of adventure to them.

Ian & Alli

Alli is a nurse for a hospital in Dallas. She's been dating Ian for four years and loves traveling with him to exotic places once a year. She's really into seeing the highlights and also authentic experiences. She's big on bringing back souvenirs from every place she visits.

Ian is a Graphic Designer at a small Dallas agency. He's been dating Alli for four years and looks forward to their yearly trips. Though he is introverted he likes high adrenaline activities and visiting ancient sites. He sees himself as an amateur photographer.

James

About

James is a restaurant manager for a popular dining spot in Dallas. He's been engaged to Jessica for two years and loves traveling with her to places she typically chooses. He is laid back and likes his trips to be not very busy but also have a bit of adventure to them.

Data

Age:	31
Job:	Restaurant Mgr
Income:	$60,000
Status:	Engaged
Location:	Dallas, TX
Allergies:	Milk
Phobia:	Heights
Personality:	Extrovert

Needs

Help planing traveling with friends, enjoys having a male buddy with him on trips

Help communicate that he has a max budget for traveling

Express a couple of his travel preferences but mainly just wants to go with the flow

Frustrations

Wants to travel with friends but has a hard time discussing budget

Trying to decide what to do in the place he is visiting

Trying to figure out which experiences when traveling are actually fun

Bachelor Degree · iPhone 8 Plus · No Computer · Kia Stinger · Condo Rental

Jessica

About

Jessica is a senior account manager at a major Dallas marketing company. She's been engaged to James for two years and loves traveling with him to other countries. She is really outgoing, a planner, and very safety conscious. She really enjoys drinking local wines and posting on Instagram.

Data

Age:	32
Job:	Sr Account Mgr
Income:	$85,000
Status:	Engaged
Location:	Dallas, TX
Allergies:	Shellfish
Phobia:	Heights
Personality:	Extrovert

Needs

Help planning trips with friends, loves having girlfriend with her on trips

To know her friends' budgets so she can plan a trip for everyone

Make sure the trip is planned well, fun, and very safe

Frustrations

Wants to travel with friends but has a hard time discussing budget

Trying to decide what to do in the place he is visiting

Trying to figure out which experiences when traveling are actually fun

Masters Degree · iPhone X · Apple MacBook Pro · Infiniti Q70 · Condo Rental

Alli

About

Alli is a nurse for a hospital in Dallas. She's been dating Ian for four years and loves traveling with him to exotic places once a year. She's really into seeing the highlights and also authentic experiences. She's big on bringing back souvenirs from every place she visits.

Data

Age:	28
Job:	Nurse
Income:	$60,000
Status:	Seriously Dating
Location:	Addison, TX
Allergies:	Certain soaps
Phobia:	Underwater
Personality:	Extrovert

Needs

To know what are some of the authentic experiences she can have in each place she visits.

She's bit a foodie and wants know great dining spots.

Help on figuring out what when her, Ian and her friends are all available for a trip

Frustrations

Wants to travel more with friends but syncing schedules is so difficult

Doesn't know what everyone else would like to do on the trip.

Sick of going on cliché tours and wants to experience something deeper.

Bachelor Degree · iPhone XS · No Computer · Nissa Rogue · House Mortgage

Ian

About

Ian is a Graphic Designer at a small Dallas agency. He's been dating Alli for four years and looks forward to their yearly trips. Though he is introverted he likes high adrenaline activities and visiting ancient sites. He sees himself as an amateur photographer.

Data

Age:	32
Job:	Graphic Designer
Income:	$65,000
Status:	Seriously Dating
Location:	Addison, TX
Allergies:	None
Phobia:	Big Crowds
Personality:	Introvert

Needs

Finding fun local things to do that don't involve large crowds.

Know which places are great for taking unique photos at.

Helps planning trips with friends, not a very good planner.

Frustrations

Going back home without experience a sense of the history of a place he visited

Can't really plan a head months away because he feels so busy.

Wants to travel with friends but also wants to make sure he gets to do what he enjoys

Bachelor Degree · iPhone 8 · Apple MacBook Pro · Toyota Carolla · House Mortgage
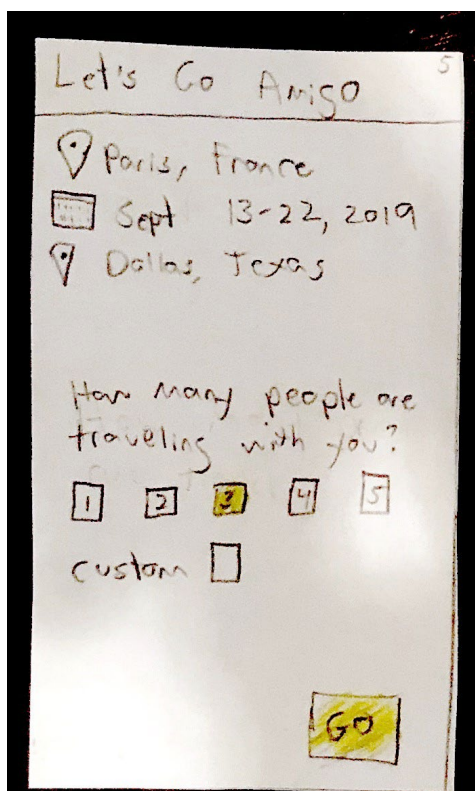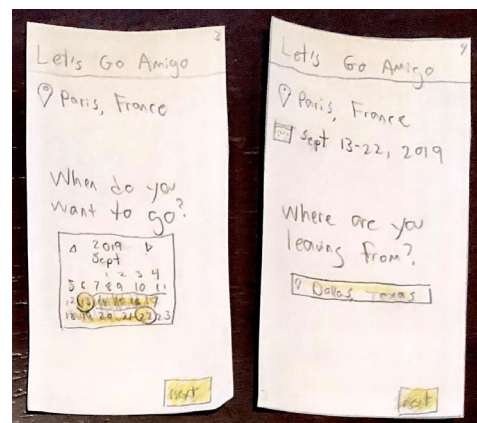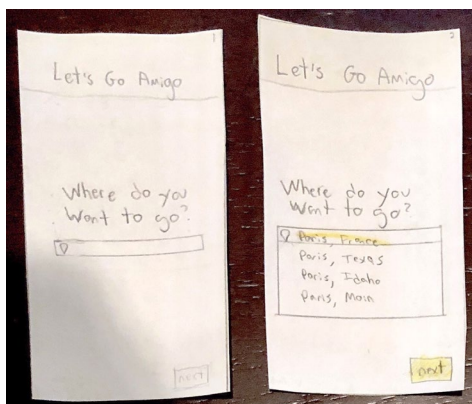
16

DEVELOPMENT

Sketches

After forming my idea I sketched out several possible screen layouts

INITIAL PROTOTYPES

Version 1

The first prototype sought to discover the topics users were interested in by showing a list of words next to toggle buttons for them to toggle on and off according to whether they liked that topic or not. I added a five number ranking system for people to rate how much each statement was true about them. There were also three open ended questions to help us gather more information from them.

Initial feedback from my peers and professor about this design was that it seemed cumbersome and boring and should be redone in a more interactive layout.

Let's Go Amigo ☰

Turn on all the topics that sound interesting to you

Heights	⬤	Water	⬤
Thrill	⬤	Alcohol	◯
Tours	⬤	Landmarks	⬤
Cuisine	⬤	Art	◯
Shopping	⬤	History	◯
Authentic	⬤	Refined	◯
Massage	◯	Beaches	⬤

NEXT

Let's Go Amigo ☰

Please rate from 1 to 5 what is most like you

I love sharing my amazing photos from my trips on social media

least 1 2 3 4 5 most

I get bored easily and always like to have something to do

least 1 2 3 4 5 most

I feel like a lot of places away from home are dangerous

least 1 2 3 4 5 most

I can and enjoy activities that are very physical like swimming, dancing, and walks

least 1 2 3 4 5 most

NEXT

Let's Go Amigo ☰

Please answer these last three questions

What are the main things you would like to do on your trip?

e.g. scuba dive, bar hopping, visit museums, see landmarks

Are there any special consideration we need to keep in mind for you?

e.g. vegan, wheelchair accessible, phobias, things you avoid

Your budget for activities on the trip?

$

SUBMIT

Version 2

For the second prototype I thought about the different types of interactions that phone apps have for allowing people to input information in ways other than typing. I thought of how some popular dating apps like Tinder that allow people say yes or no by swiping an image right or left, I thought I could apply that to the topics section while displaying large image to help give more context.

I also changed the number selection to sliders that feature the flag of the desired destination and changed the text block to a list of optional 5 things a person really wants to do while at their destination.
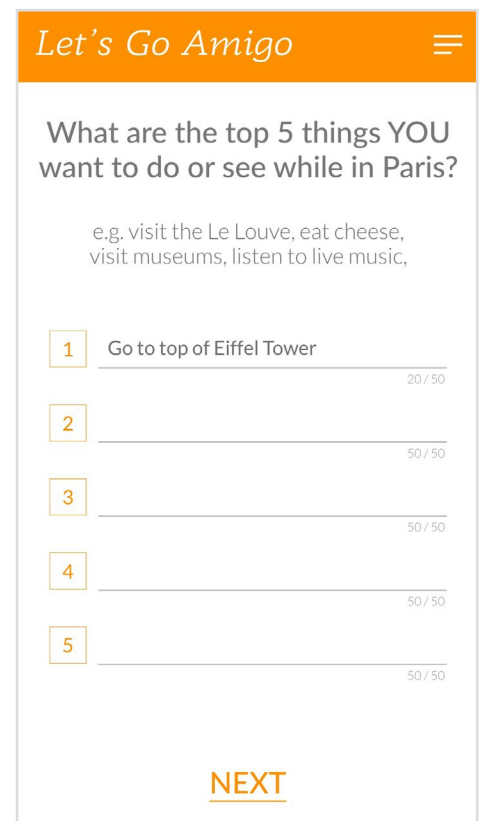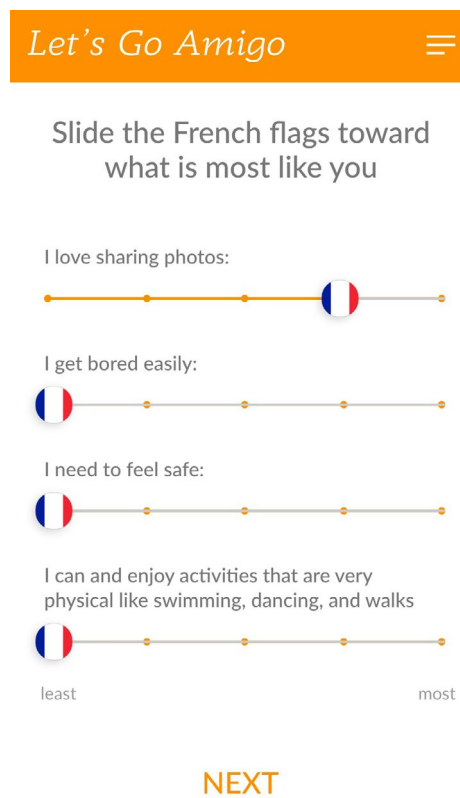
Version 2

I also added a summary screen of all their answers so users and review them all once more before they continue one. Throughout the test after I implemented the summery screen, the summary screen received all positive reviews and users appeared to really appreciate the ability to get a high level overview of their answers.

USER TESTING

Users

For the first usability test 9 people were tested between the ages of 25 and 42, 4 males and 5 females. 7 of the people were married. All of them held professional middle class jobs except for one woman who was a full time grad student in the process planning a wedding.

4 MEN   **5 WOMEN**
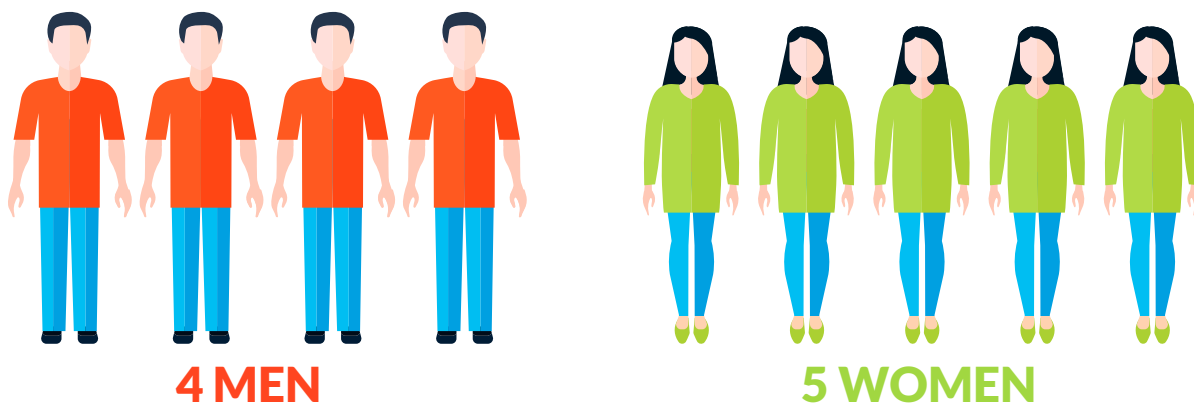
Methods

All 9 people were tested by doing in person interviews.

Five of the interviews were done the homes of the users. Two of them were a married couple. I test them individually in their living room while they sat on their couch. The other one was a married woman who I also test while she sat on her couch in her living room.

Three other interviews were conducted in the workplace of the users. Two other users were married men and one was a single woman. They all worked at the same place in Plano, Texas. I conducted the interviews separately in a small office with one else in it other than the user and I.

The last one was done at the college campus of the student which is UNT Frisco. The interviews was done in an empty classroom after one of the student's classes.   21

Tasks & Questions

Intro

Imagine you and three of your friends from Dallas want to go on an adventurous and relaxing trip to Paris, France. You hear about an app called Let's Go Amigo to help you plan your trip with your friends. Download the app and open it on your phone.

While on this app you will be asked to fill out a questionnaire about your travel preferences. Please follow through all of the screens until you see one that says Summary.

As you go through the app please talk through your thought process out loud so I can hear them.

Tasks:

- Follow the screens until I ask you to pause.
- After swiping on a topic, change your mind and do the opposite two different times.
- Continue through the following screens.
- At the summary screen go back and change your topics from Adventure and Relaxation to Adventure and Cultural
- From the summary screen change the slider for the I get bored easily to the highest setting.
- From the summary screen edit your budget amount and change it to $1,000
- Start from beginning and go through the entire process until see Thank You screen
- Go to the homepage.
- Go back to review your summary once more

Time On Tasks

For time on tasks there is a dramatic increase of time from the first version to the second version. That is primarily due to the increased complexity of the design which the prototyping software could not execute well. Also, they were given an increased amount of tasks due to the summary screen, which had users read and make changes.

Prototype V1
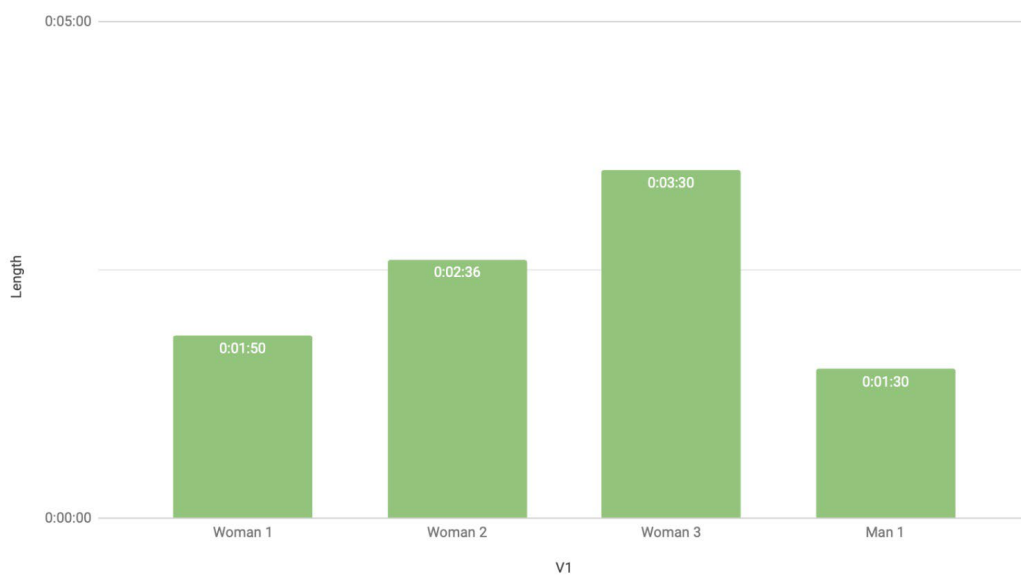
Prototype V2
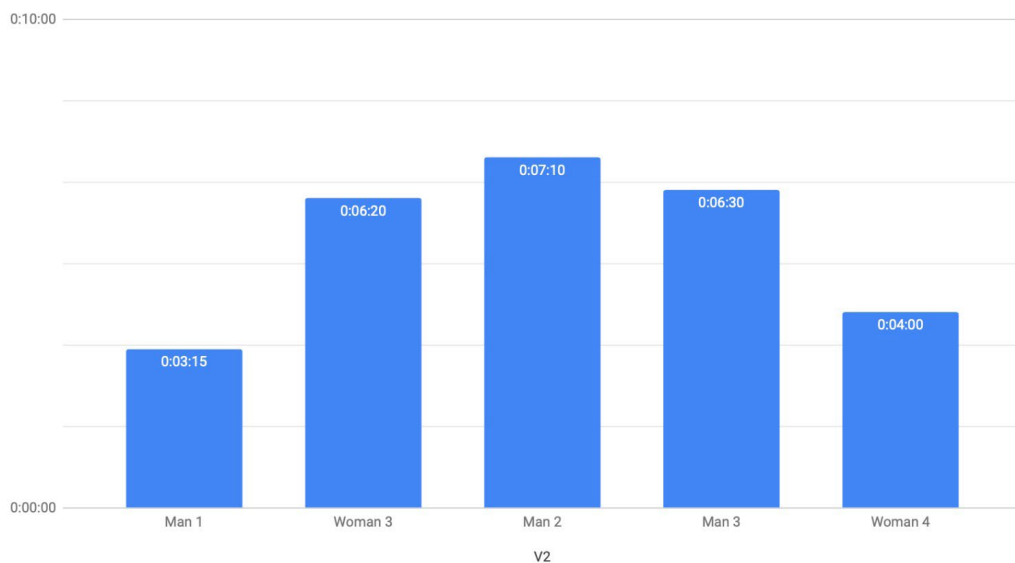
Problems

One of the challenges with making the questionnaire more interactive and engaging was the increase in complexity. The increase in complexity happen two fold, one that it created a learning curve to complete, and secondly, the prototyping software was not able to mimic all the intended gestures and functions smoothly which created a lot of friction during testing. One valuable lesson I gained is to make sure I choose the correct software to create and test my prototypes so I can test my software well and accurately.

- No Problems
- Got Stuck

Prototype V1

25.0%

75.0%

- No Problems
- Got Stuck

Prototype V2

40.0%

60.0%
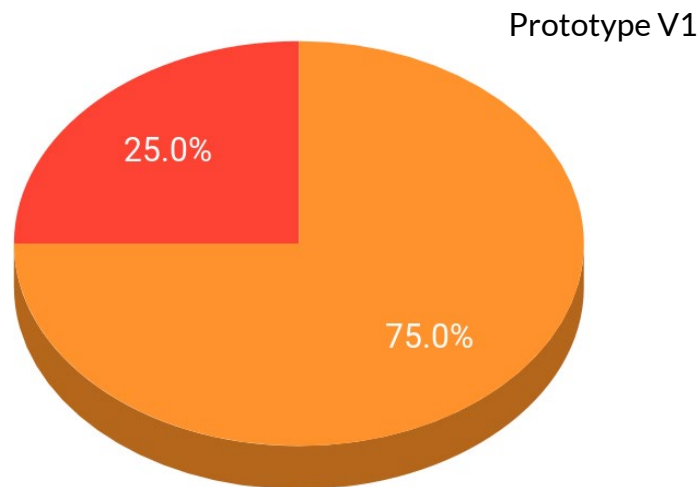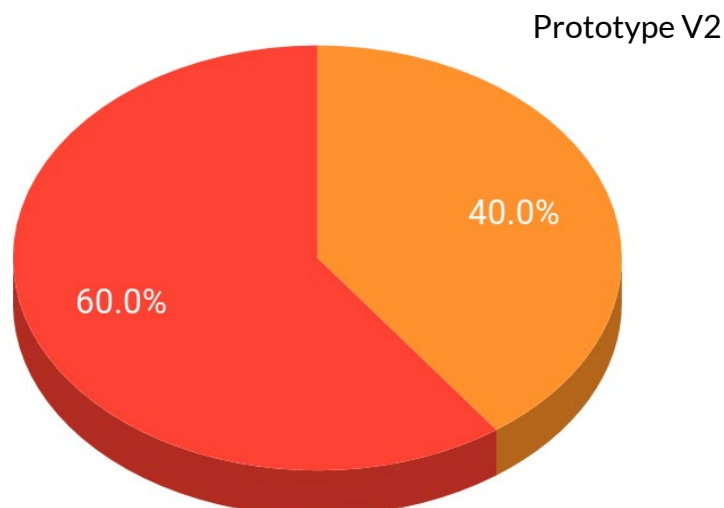
Quotes

The users also gave some very helpful quotes in identifying pain points and confusing layouts and instructions. They also had some good ideas I had not thought of like adding a confirmation when an image is swiped on and make check boxes for the most common special considerations instead of making people typing them out.

"Most challenging would be answering the questions that are the fillable forms, they would take more time"

"Felt like a Buzzfeed quiz because of all of the images"

"If I hit back, I don't know what I put on this photo, it'd be nice to have an indicator of what you had selected"

"Budget wording was confusing."

"I like the confirmation, made it feel like it heard me"

(For top 5 screen) "Do you have an option to not put anything specific"

"Maybe swiping up and down instead of left and right"

Key Findings

From conducting five in-person interviews I was able to discover five key pain points in the questionnaire.

1. There was a lack of confirmation when swiping left and right on the topics, users were not sure if the app was saving their responses or that they were doing it correctly and it also didn't remind the what they had chosen when they went to go back to change their answer.
2. Confusion with the statement "I need to feel safe" on the slider section.
3. Adding top 5 things to do was confusing because users either wanted to skip it, not take the time to type in 5 things, and/or didn't know what was available for them to put down.
4. Users did not like the open text section for the special considerations, a few felt it disrupted the flow, wish there had been options to choose from for the most common things.
5. Verbiage for adding your budget confused several of the users.

Proposed Solutions

From the user feedback I will make changes to the five pain point discoveries. The initial flow seemed to be enjoyed by all the users and then that flow would be abruptly disrupted by the typing fields. The following are the approaches I'm going to take to overcome the discovered pain points.

1. When a topic has been swiped have a confirmation check mark or x mark appear in the top corner to indicated whether they selected that they liked or disliked that topic.
2. Reword 'I need to feel safe" to something like "I'm adventurous"
3. Reword title to say "What do you definitely want to do while in Paris?" vvv give only one field with the options to add more and to skip.
4. List out common considerations for people to check off and then a space for other at the bottom.
5. Change the wording from "only your budget" to "your individual budget"

FINAL PROTOTYPE

Changes

Throughout the user testing there were few people mentioned the desire to have some kind of confirmation when swiping left and right so they know what decision they made and that the app registered it. It also helps with going back and making a change and it lets them know immediately which choice they made earlier.

Changes

Generally users liked the sliders but were at times confused about the wording of the statements. So I rephrased the statements and also added contextual words in them as they move slider so they can see what each point means and leave it at the spot they agree with.
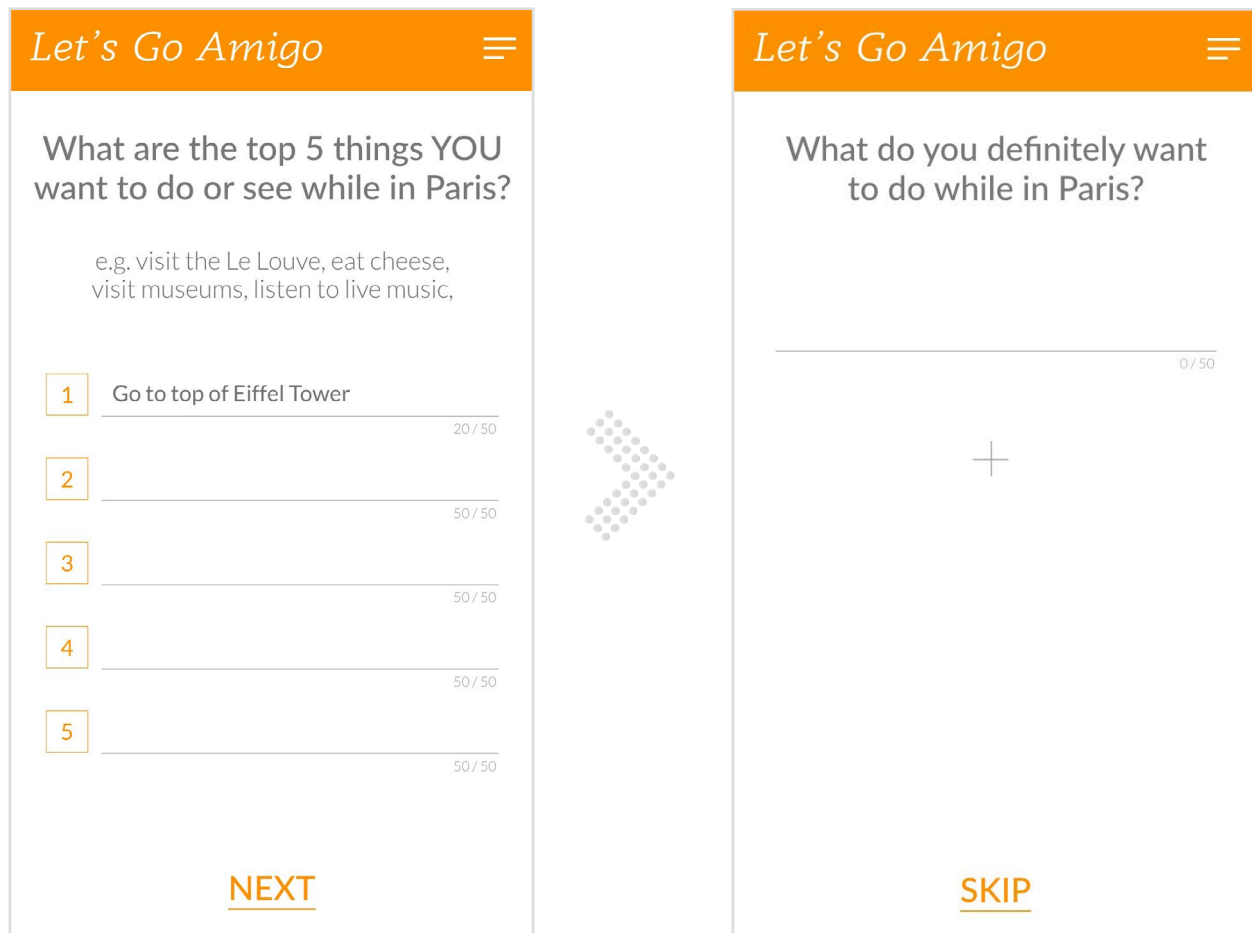
Changes

This part was one of the biggest pain points. Frequently, users asked for suggestions for what to do or said they did not know what to do and/or were not interested in adding anything. To solve this I create a large skip button, rephrased the questions and added a line for just one to make it less daunting and to help keep it as simple as possible.

Changes

Finally, this was change requested by a couple users. When moving through the interactive questionnaire it allowed for advancement very easily and quickly without having to type anything except this part. To address this, I added the most common Special Considerations that can be checked off and a space for "other considerations" in case we missed something. This allows the majority of users to quickly pass up or check and move on without interrupting their flow.

Let's Go Amigo ☰

Please answer these last three questions

What are the main things you would like to do on your trip?

e.g. scuba dive, bar hopping, visit museums, see landmarks

Are there any special consideration we need to keep in mind for you?

e.g. vegan, wheelchair accessible, phobias, things you avoid

Your budget for activities on the trip?

$

SUBMIT

Let's Go Amigo ☰

Special considerations?

☐ Pregnant   ☐ Infant Present

☐ Avoid Crowds   ☐ Hearing Impairment

☐ Fear of Heights   ☐ Visual Impairment

☐ Vegan   ☐ Vegetarian

☐ Dairy Allergy   ☑ Gluten Intolerant

☐ Seafood Allergy   ☐ Wheelchair Bound

☐ Heart Issues   ☐ Recent Surgery

☐ On Crutches   ☐ 75+ years old

other considerations

0 / 120

NEXT

CONCLUSION

All the research into Let's Go Amigo's questionnaire proved to be extremely beneficial. For still being in the prototype phase, I feel I have been successful overall at keeping the questionnaire engaging and fun as confirmed by our testers but there is still work to be done to make it faster. No doubt a large part of that success is due to keeping the design human-centered from the beginning by creating personas and great feedback from my peers.

There is still plenty of room for improvement that our tester revealed to us. Users had trouble with a couple of tasks and pointed out several things they would have liked to been able to do that were not offered all by *Let's Go Amigo.*

I still continue to search for new app and other services that could be similar. I still have yet come close to one that remotely resembles *Let's Go Amigo.* There are apps though coming out frequently to help solve many of the challenges that travelers face. It is only a matter of time before on like *Let's Go Amigo* is created and beats it to market. With over 405 million[7] long distance trips taken every year by Americans and $718.4 billion spent on those trips[8], we have a huge opportunity to be extremely successful and change the way people travel for the better.

As *Let's Go Amigo* develops, the goal is to keep it simple and engaging, just like the questionnaire. We will continue to test out new concepts and approaches while always keeping human-centered design at the forefront of everything we make.

One of the biggest things I learned from this project and following this process was no matter how thorough and good my idea seems there will be holes in it. Prototyping my idea immediately helped me see some of the obvious holes and shortcomings I needed to address. User testing allowed me to see that my assumptions about the questionnaire being fast and easy were wrong and in fact it was very confusing for some people. The testing and iterating of my prototype helped make my idea and concept even better by exposing the weaknesses and allowing me to see them so I could fix them and strengthen my overall project. The human-centered design approach to design will either make a bad idea worse or a good idea great.

31

RESOURCES

1. Fromm, Jeff. "What Brands Need To Know About Connecting With Today's Globe-trotting Millennial Generation." Forbes, Forbes Magazine, 8 June 2017, www.forbes.com/sites/jefffromm/2017/06/07/what-brands-need-to-know-about-connecting-with-todays-globetrotting-millennial-generation.

2. Terziyska, Ilinka. "Interpretations of Authenticity in Tourism." Science&Research, vol. 4, Jan. 2012, pp. 85–92., www.researchgate.net/publication/280304792_INTERPRETATIONS_OF_AUTHENTICITY_IN_TOURISM.

3. Engeset, Marit Gundersen, and Ingunn Elvekrok. "Authentic Concepts." Journal of Travel Research, vol. 54, no. 4, 2014, pp. 456–466., doi:10.1177/0047287514522876.

4. Wang, Ning. "Rethinking Authenticity in Tourism Experience." Annals of Tourism Research, vol. 26, no. 2, 1999, pp. 349–370., doi:10.1016/s0160-7383(98)00103-0.

5. Kim, Hyounggon, and Tazim Jamal. "Touristic Quest for Existential Authenticity." Annals of Tourism Research, vol. 34, no. 1, 2007, pp. 181–201., doi:10.1016/j.annals.2006.07.009.

6. Theodossopoulos, Dimitrios. "Laying Claim to Authenticity: Five Anthropological Dilemmas." Anthropological Quarterly, vol. 86, no. 2, 2013, pp. 337–360., doi:10.1353/anq.2013.0032.

7. "Legacy Publication." U.S. Business Travel | Bureau of Transportation Statistics, 20 May 2017, www.bts.gov/archive/publications/america_on_the_go/us_business_travel/entire.

8. "U.S. Travel Answer Sheet." U.S. Travel Association, 3 Apr. 2019, www.ustravel.org/answersheet.