

Information & Experience Sharing through Maps

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About the project

Map based **Service application** that uses user generated data to create and share information among the users

Use of maps in the spatial domain and use them as a tool for providing context based information

My Approach

Background Study

User Studies

Need Identification

Brainstorming &
Mindmaps

Initial Explorations

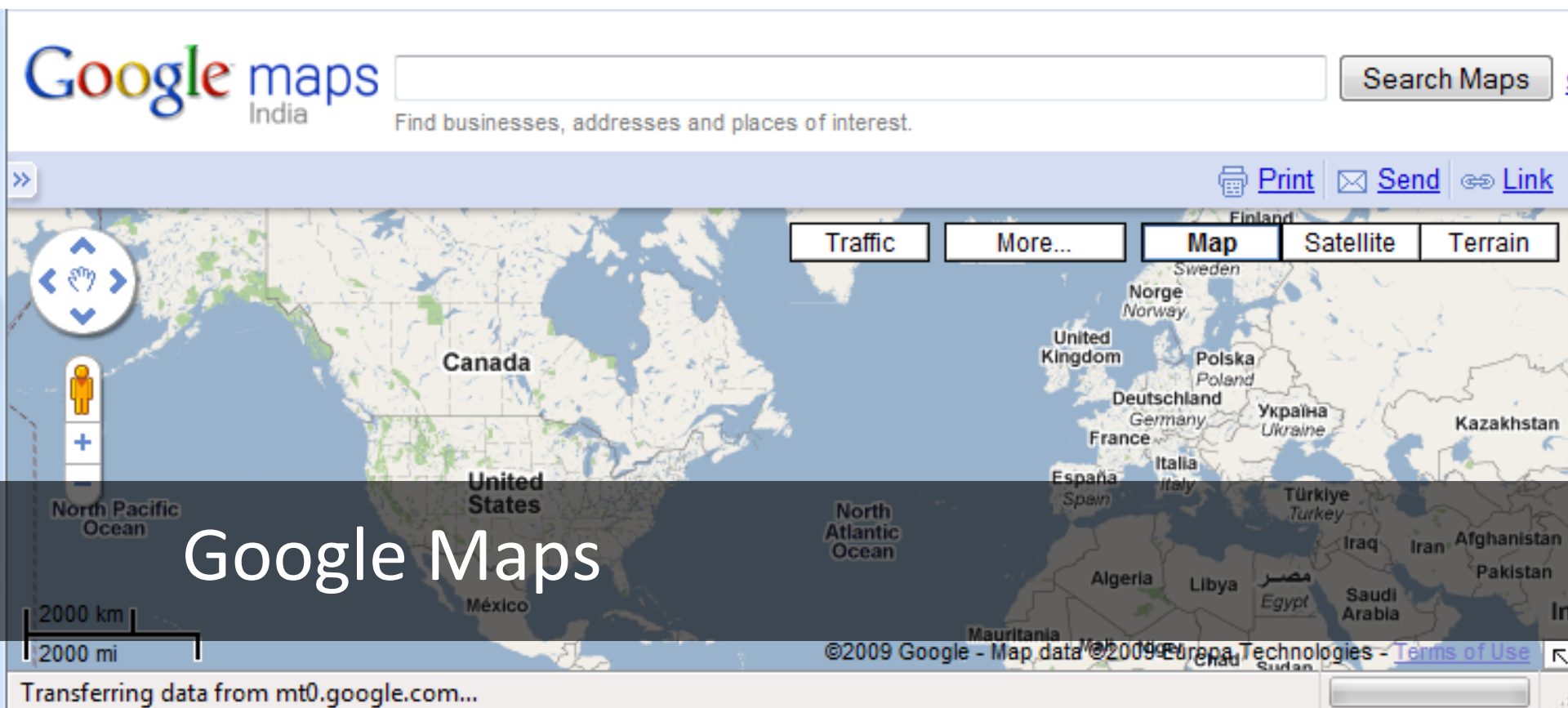
User Testing 1

Final Concept

Prototyping

Background Study

Web based “Map application”



Background Study

Web based “travel portal”

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 **Hotels**

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 **Restaurants**

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 **Forums**

Find Hotels Travelers Trust

City:

Check-in: mm/dd/yyyy **Check-out:** mm/dd/yyyy **Adults:**

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Traveling for business?

- Map the hotels nearest your meetings
- See what's preferred by business travelers

Browse by Destination

Background Study

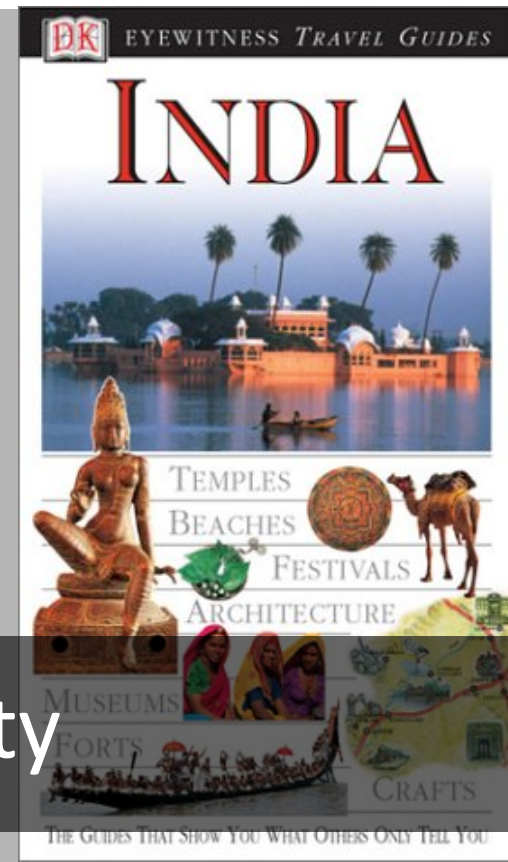
Mobile based application



Layar – Augmented Reality

Background Study

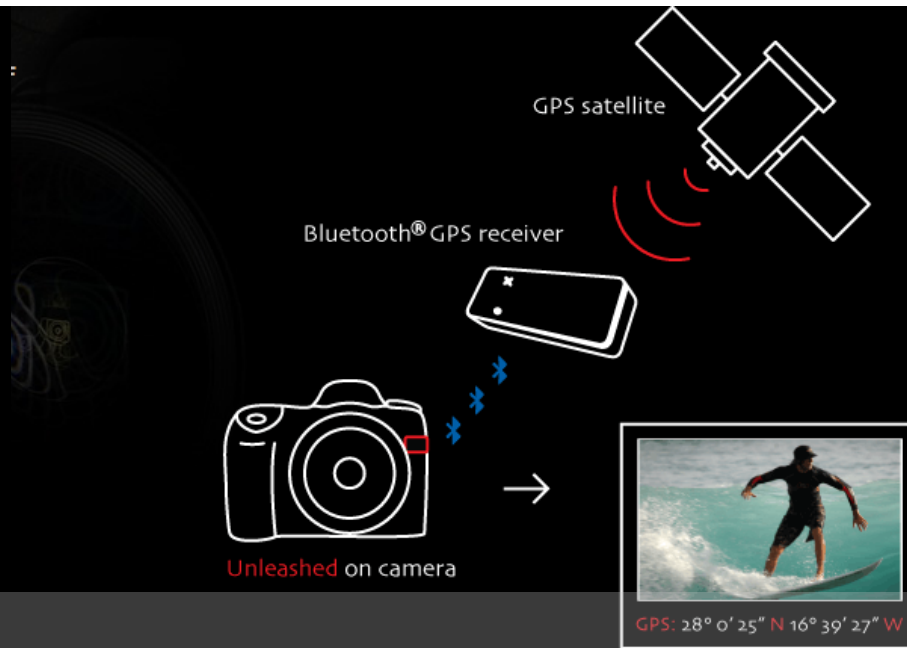
Text + Maps



Layar – Augmented Reality

Background Study

Geotagging



Technology

Research Analysis

Positives :

Advanced technology

Large number of audience

Mashup applications

Negatives :

Personalization missing

Information load – (not needed always)

More textual

Structure

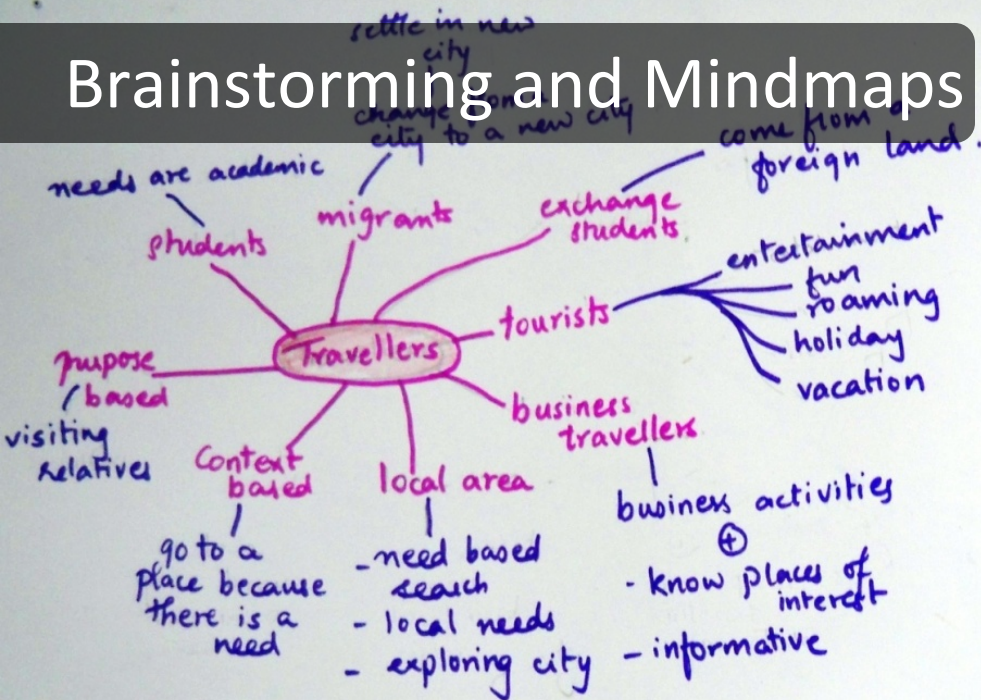
“Travelers”

New Location – what is around them

New People – communication

New Experiences – what makes the place memorable

Brainstorming and Mindmaps



- * Completely UNKNOWN to place
- * A BIT KNOWN
- * REVISITING the place

Defining Target Users

User Studies

Objective

Needs and requirements

Information – most important

Obtain travel information

Gadgets

Experiences

Insights and Observations

Travel stages

Planning

Understand place

Decision making

On site

Information need

Decision making

Time value

Back home

Sharing
experiences

Preserving
memories

Insights and Observations

Planning stage

Maps – Not effective for planning

Friend and family reviews

Systematic approach – Time consuming

Individual context

Continuous process

Insights and Observations

On site stage

Landmarks & local guidance

Decision making – cognitive load

Sharing experiences

Love explorations

Insights and Observations

Back to hometown

Preserve memories

Sharing experiences

Referencing others

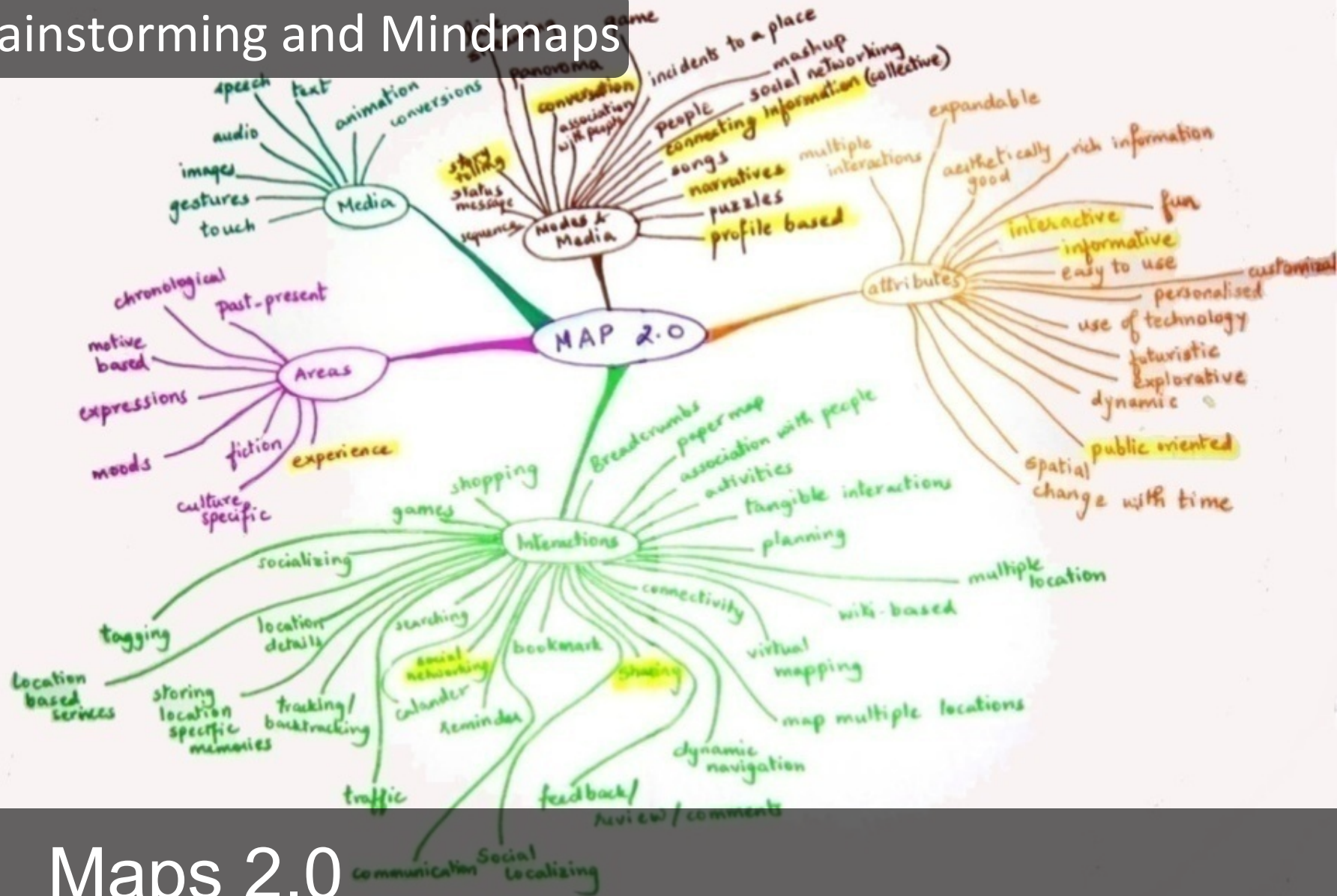
Conclusion

“Experience of one = Information to the other”

“Events change , people change but location remains constant”

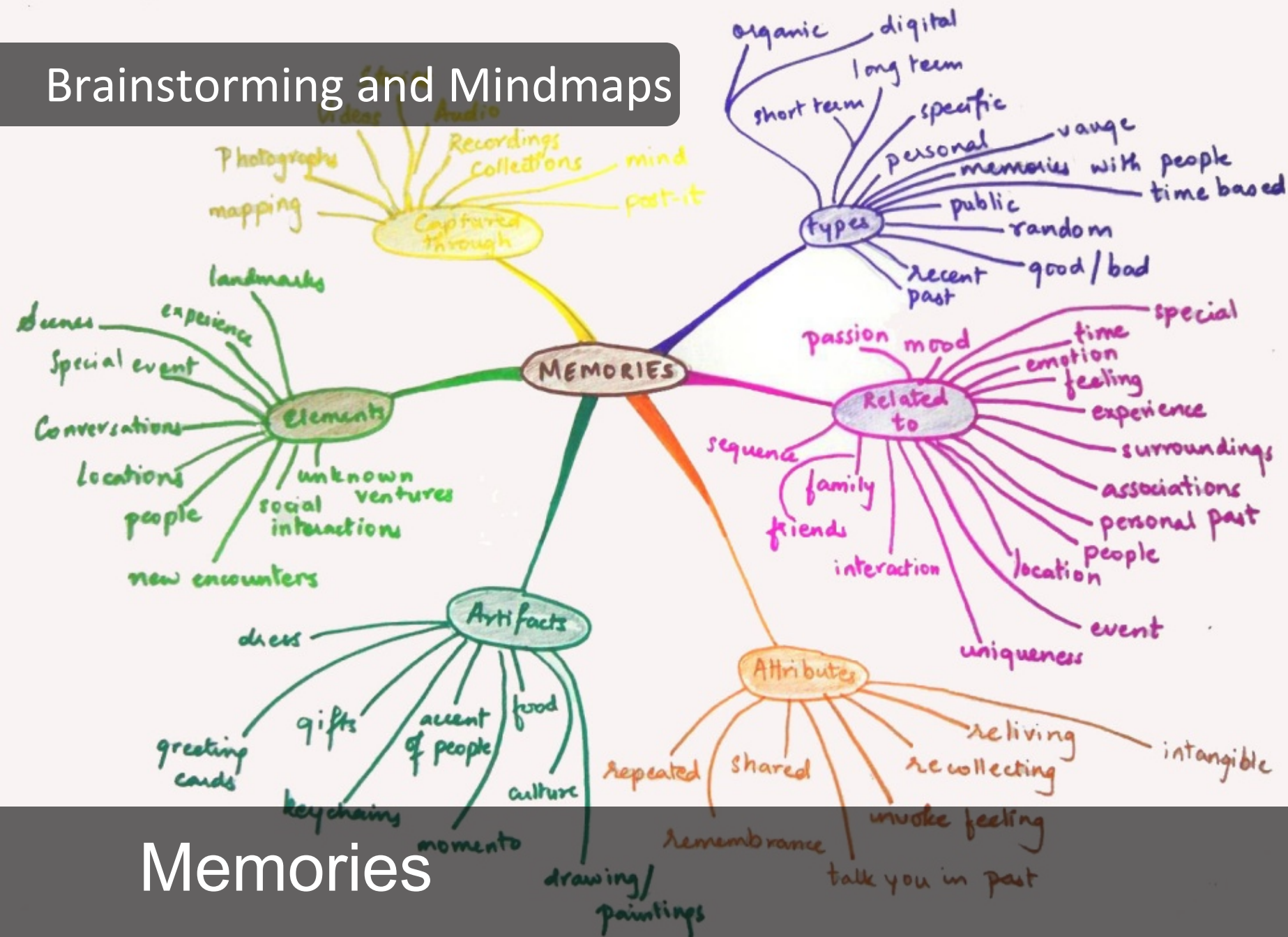
This changing dynamics of the location attracts travelers.

Brainstorming and Mindmaps



Maps 2.0

Brainstorming and Mindmaps



Memories

Brainstorming and Mindmaps



Needs

Need Identification

Requirements

Systematic yet flexible approach towards planning

Information given - Social and context based

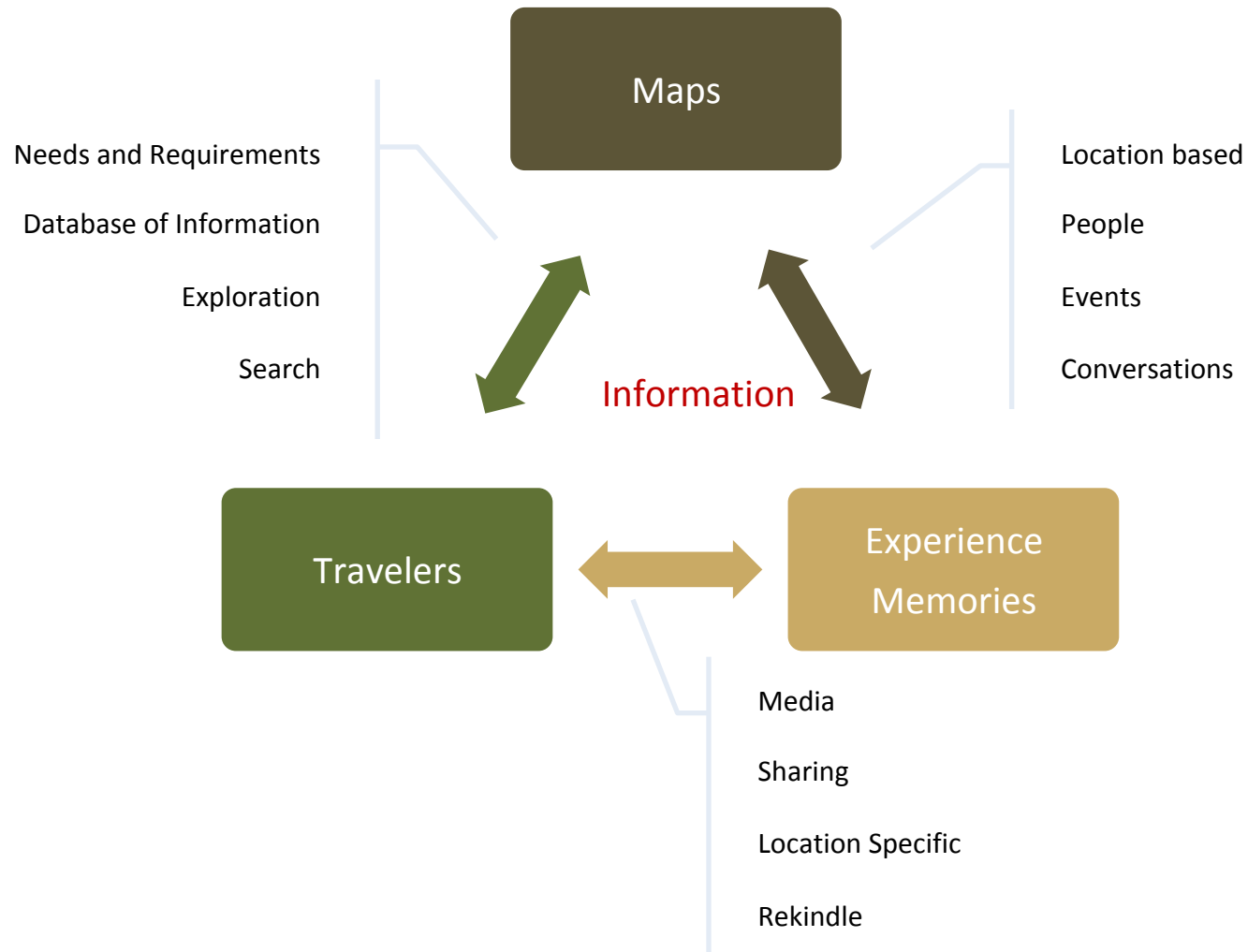
Only relevant information at upfront – layered approach

Link between planning and onsite experience

Allows sharing experiences

Need Identification

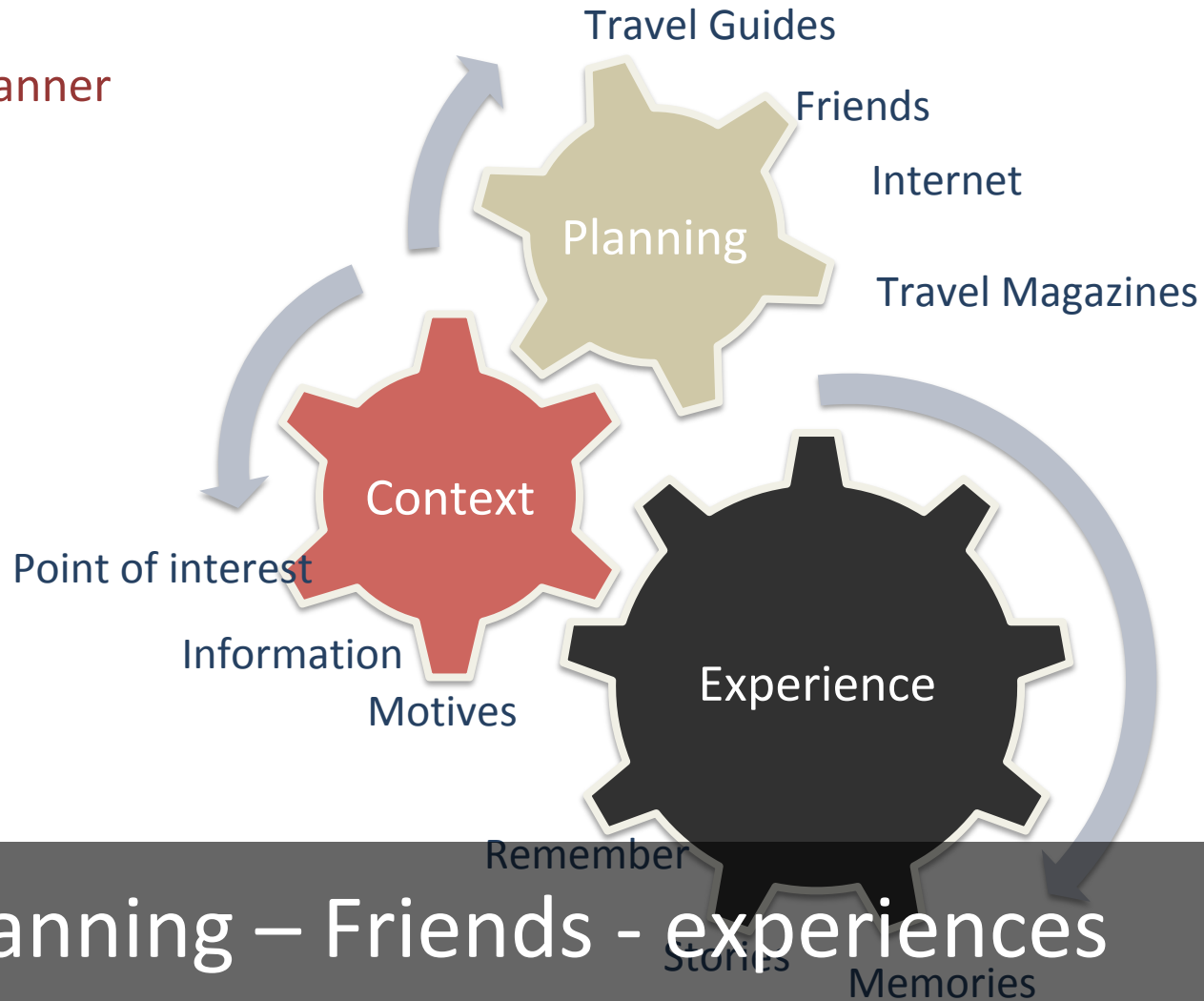
Keywords



Concept 1

Planning stage

Travel Planner



Concept 2

On site stage

Local Search Application

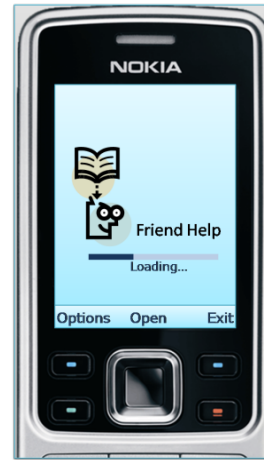
Local Search

Experience sharing

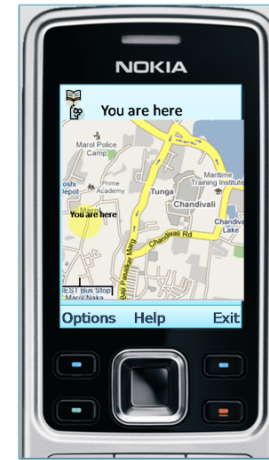
Networking

Information

Search – Context based



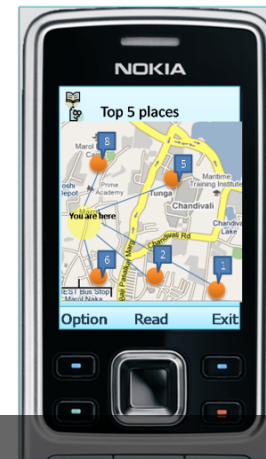
1. Friend Help
(Loading page)



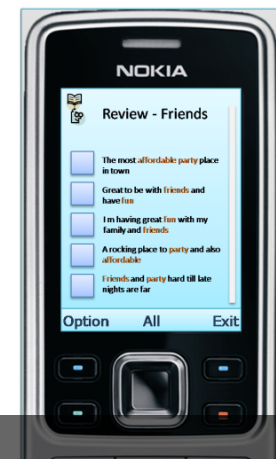
2. Locates your
current position



3. Enter keywords for
search



4. Search results
based on reviews
and ratings



5. Read reviews of
the selected place

Concept 2

On site stage

Experience sharing

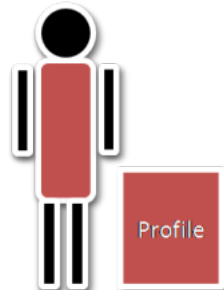
Sharing Live

Experience

Networking

Context based

1. "User clicks a photo"

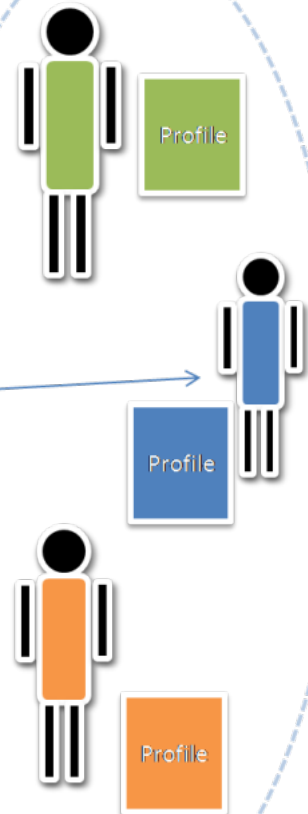


Nature
Photography Group

2. Geotagged
Group : Nature
Photography



Subscribed Users

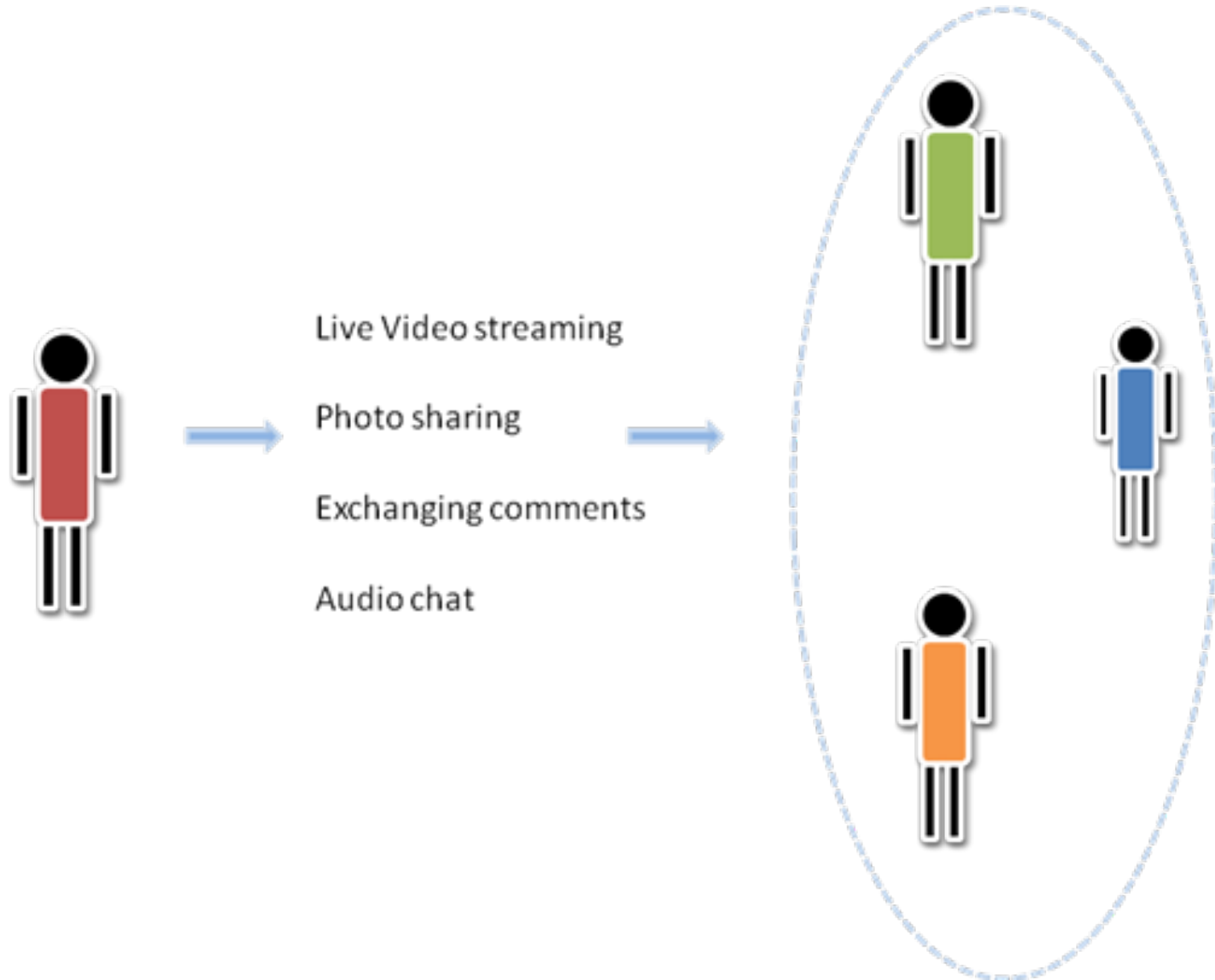


"Live Sharing"

User generated data

Concept 2

On site stage



Concept 3

Planning Stage

Travel portal - networking

Memory storage

Location context

Organization

Stories



Reviews, Stories, Incidents, Events, Tips, Summary



Pictures, Audio, Video



Context, Location, Memory, People

This set of 3 is created for each location you visit

Every person has a personal travel share where he maintains a diary, album and an artifact



Chunking & Structure

Travel shares are mapped on to the map which serves as a database of collective information for the new traveller

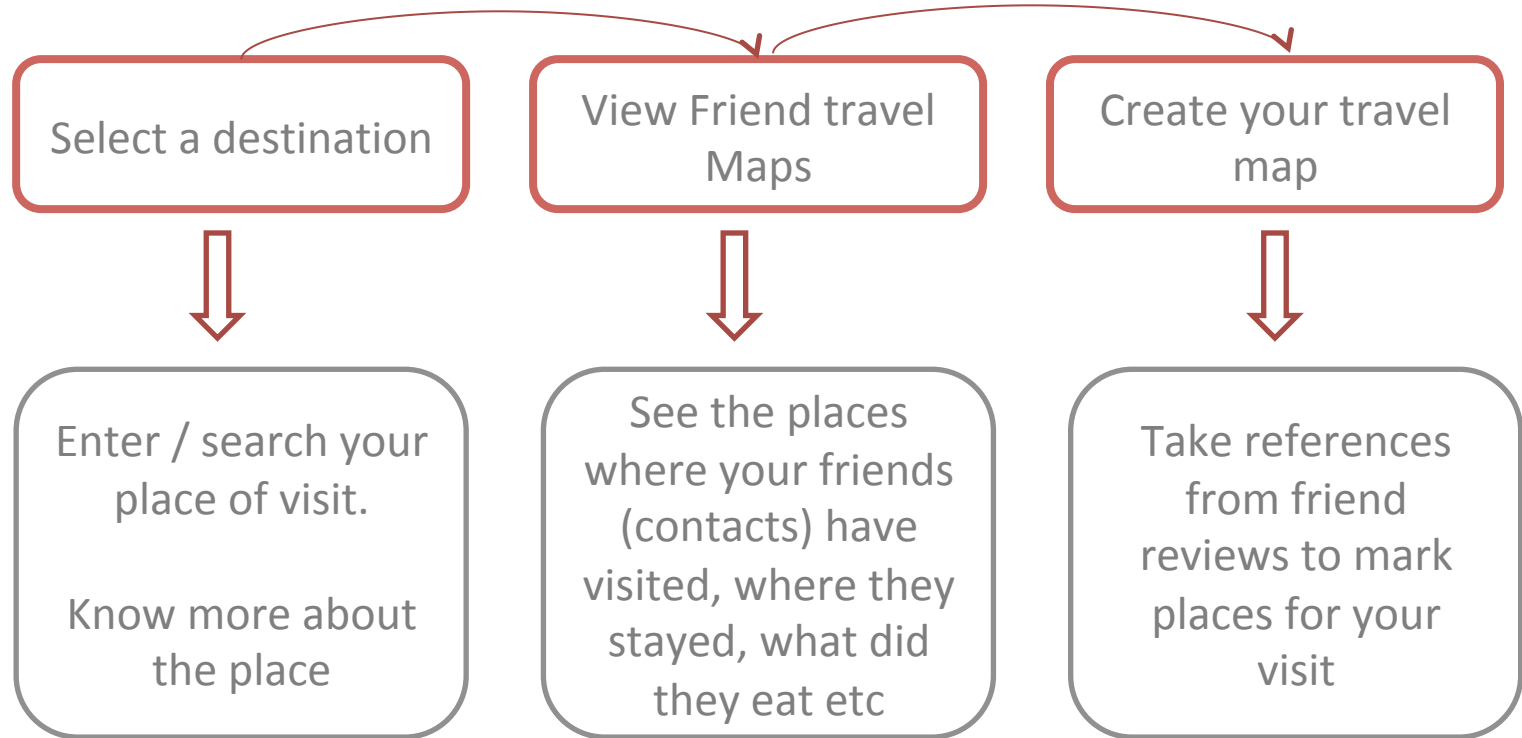
Initial Design Idea

Travel planner



Initial Design Idea

Basic Workflow



User Testing

Paper prototype



3 Users – Testing

User Testing

Feedback

Maps - a distraction in the background

Guidance missing – from where to start

Place info displayed before friend maps

Highly textual data

Too many screens

Final Concept

Travel with me...

A service application for travelers to guide them to the two most important stages of their travel.....

Planning stage

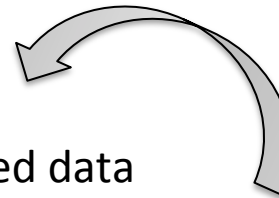
Onsite experience

Final Concept

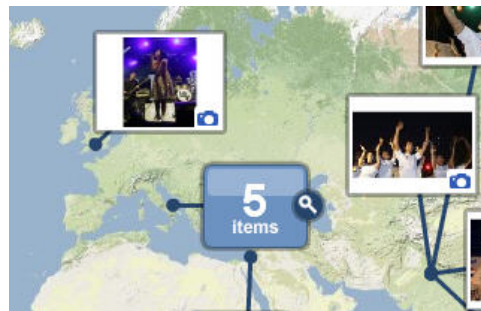


Reviews and Recommendations
Media capture – photos , videos

Experiences



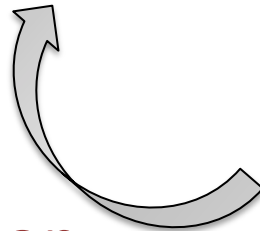
Map – Geotagged data



Information

Place to stay , eat , shop ,
etc.

Get context based and
relevant reviews



Key Features

Pocket application

Structured Planning

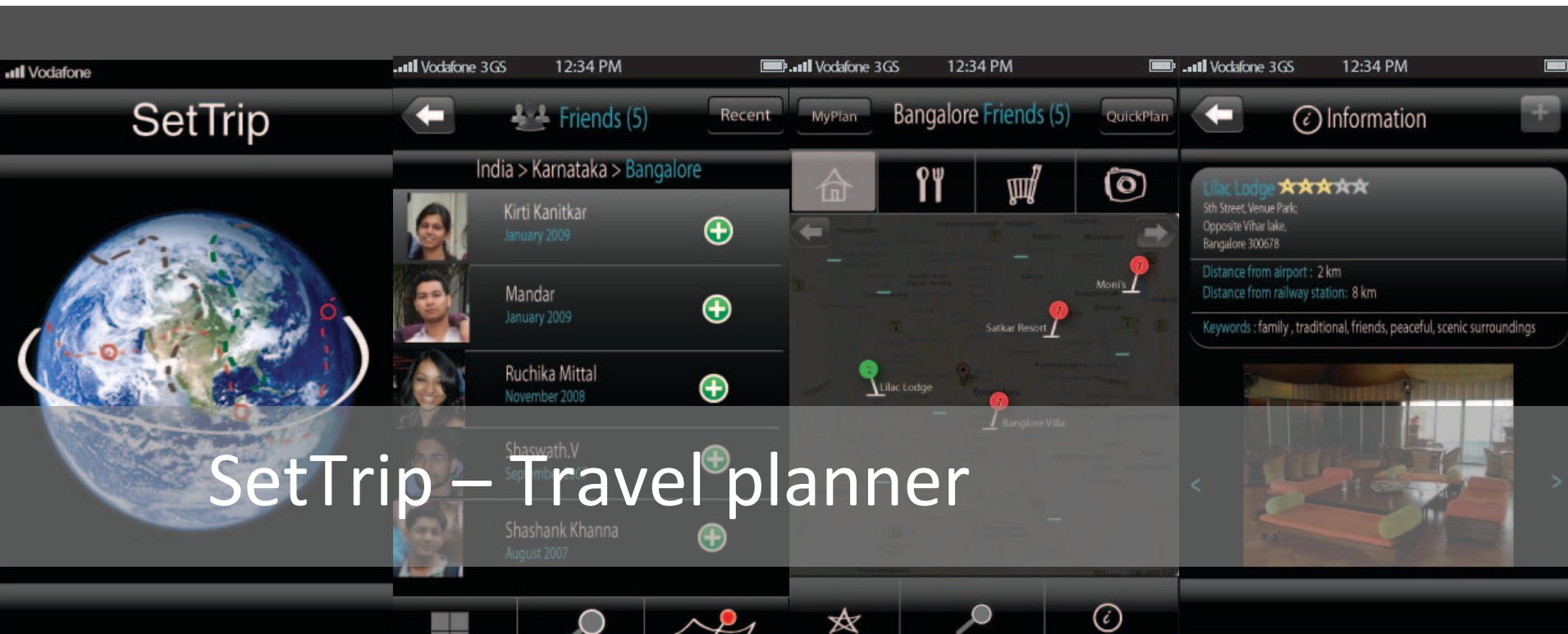
Quick planning – Locate - Tag - Save

Personalized content

Layered information – Required Text at upfront

Set Trip

Mobile based travel application – Planning Stage



Set Trip

Plan your trip with **reference** to your friends trip

Make quick decision with **reviews** from your trusted ones

Make your own trip plan **wherever you go**



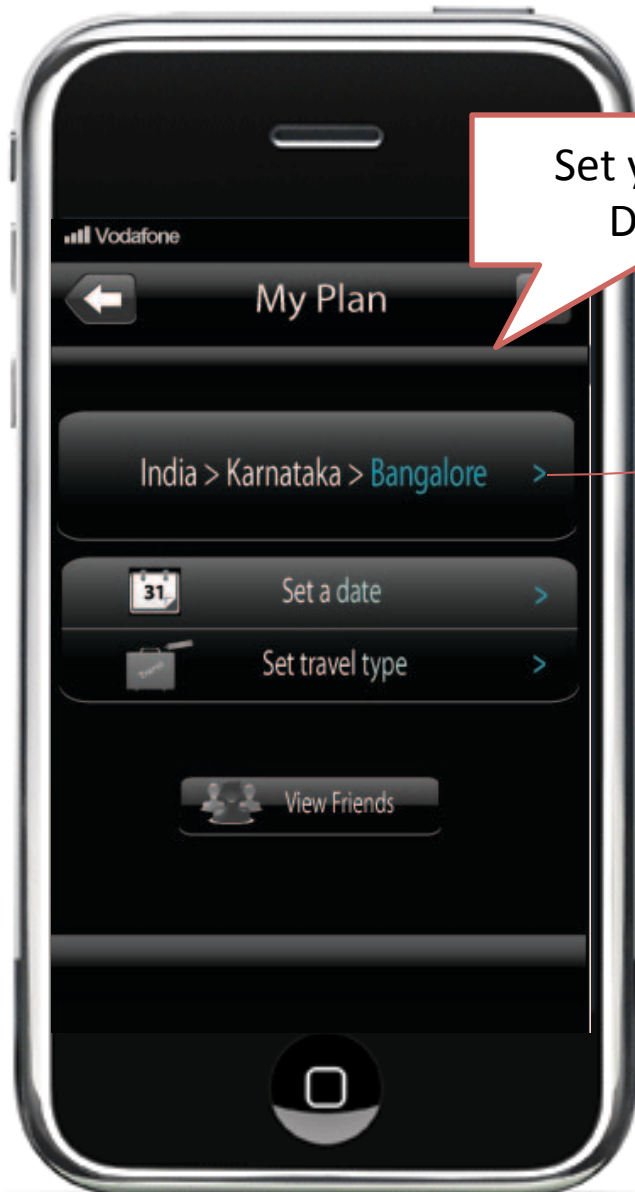
Set Trip



Enter Destination
name...



Set Trip



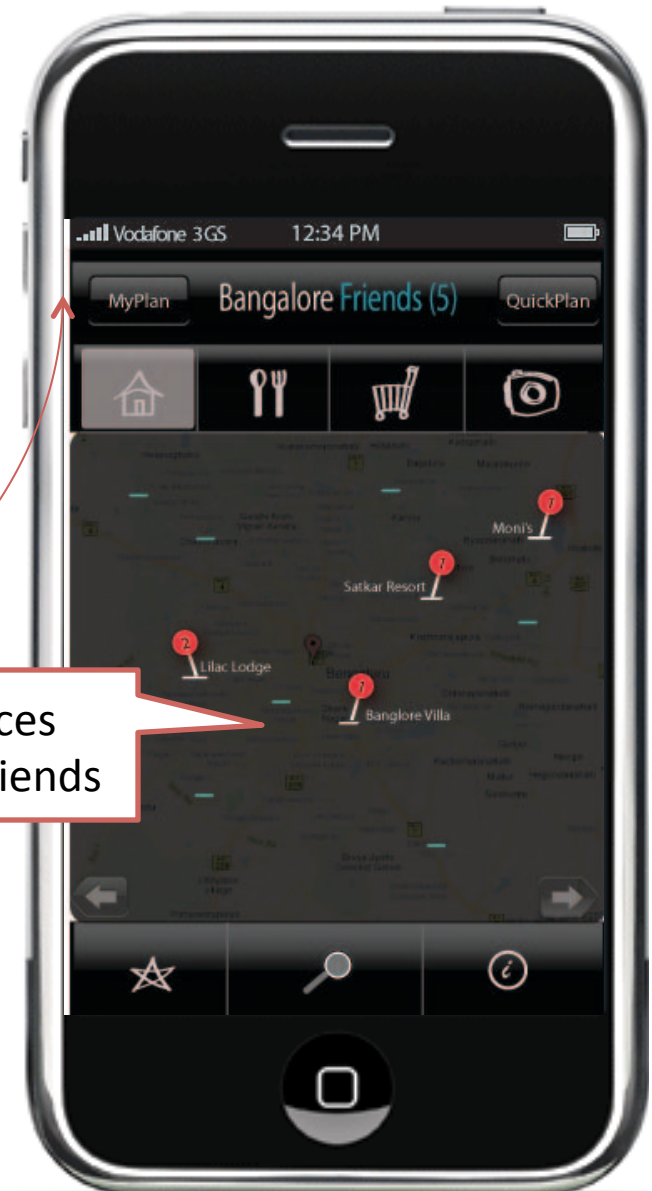
Set your trip
Details



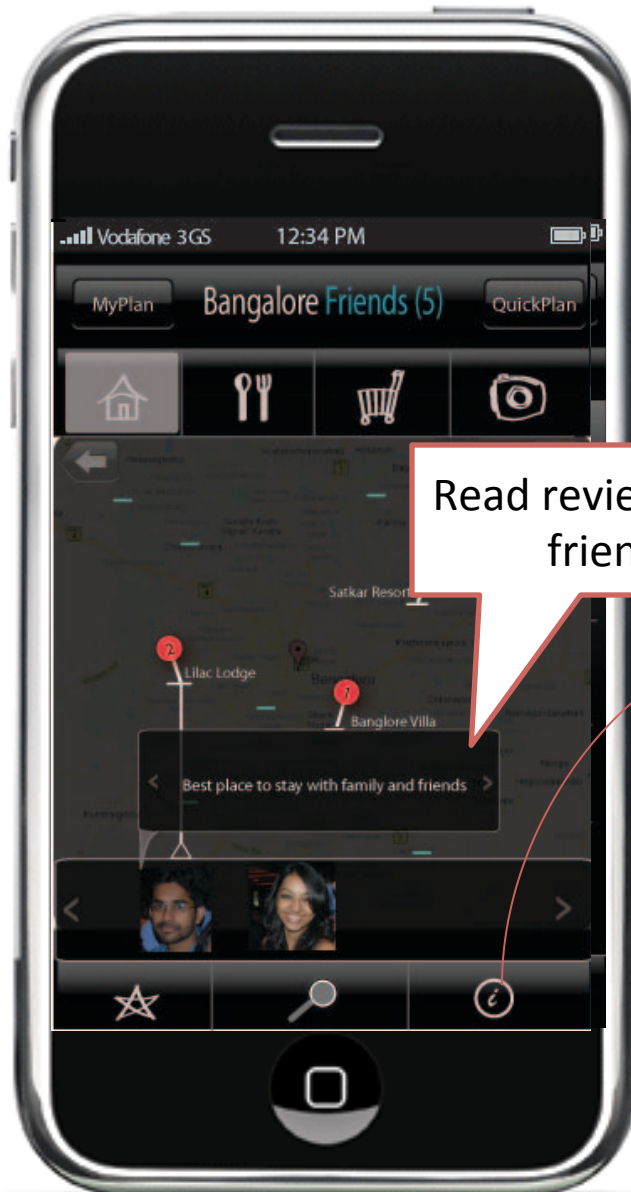
Set Trip



Select friends for reference trips



Set Trip

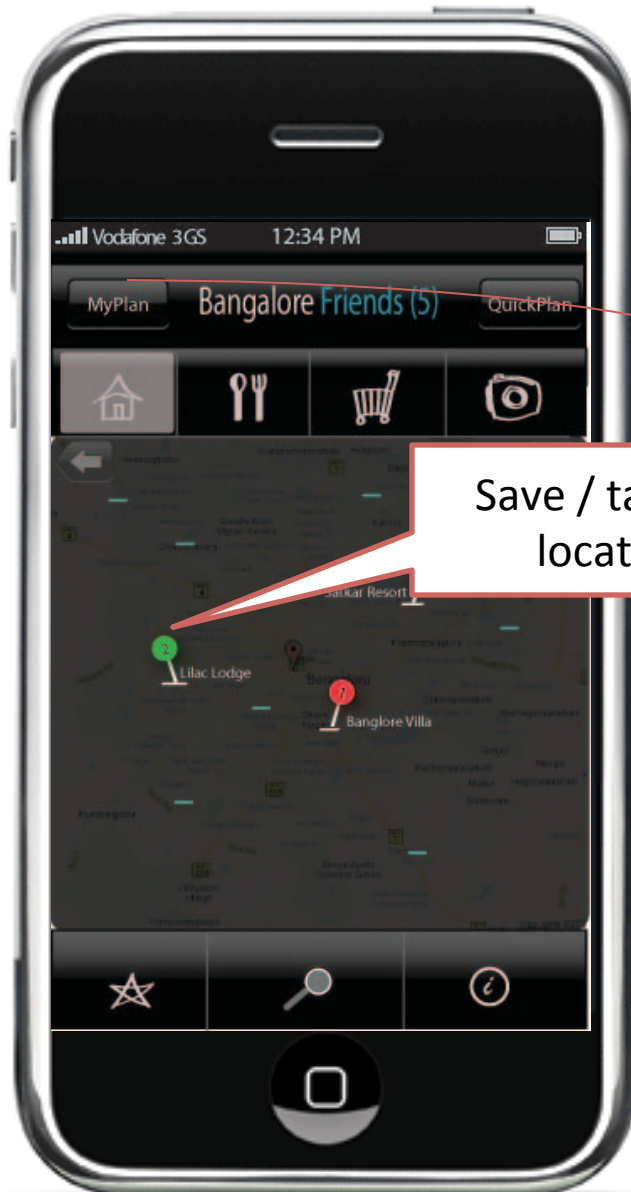


Read reviews from friends

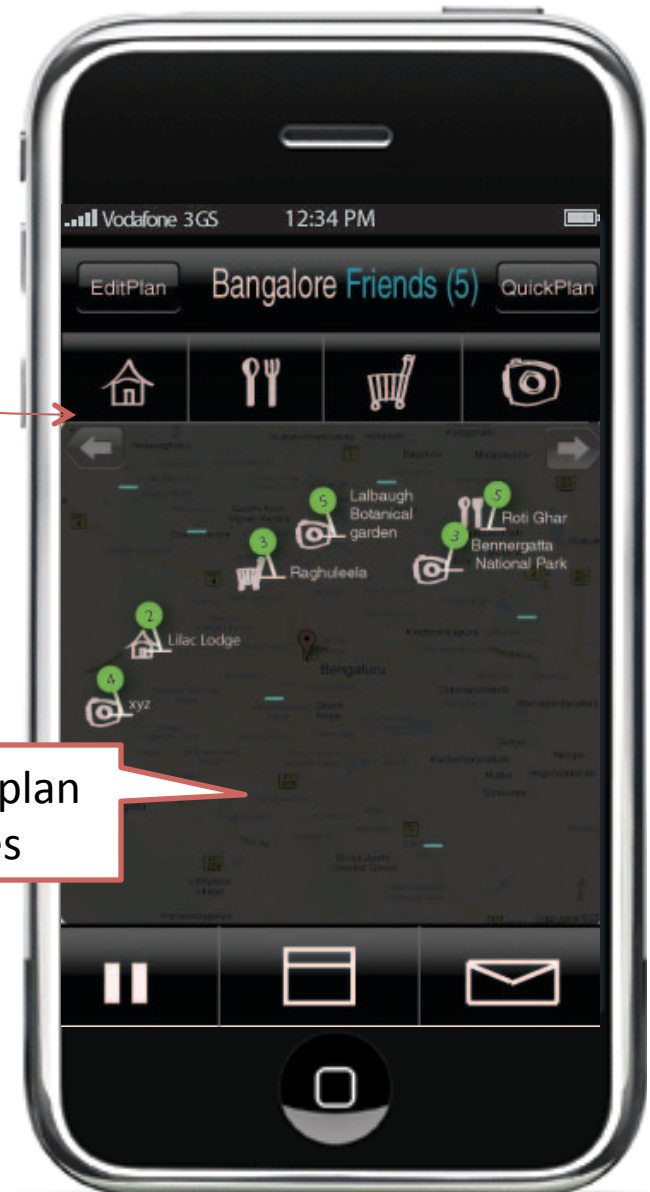


Get more info about the place

Set Trip



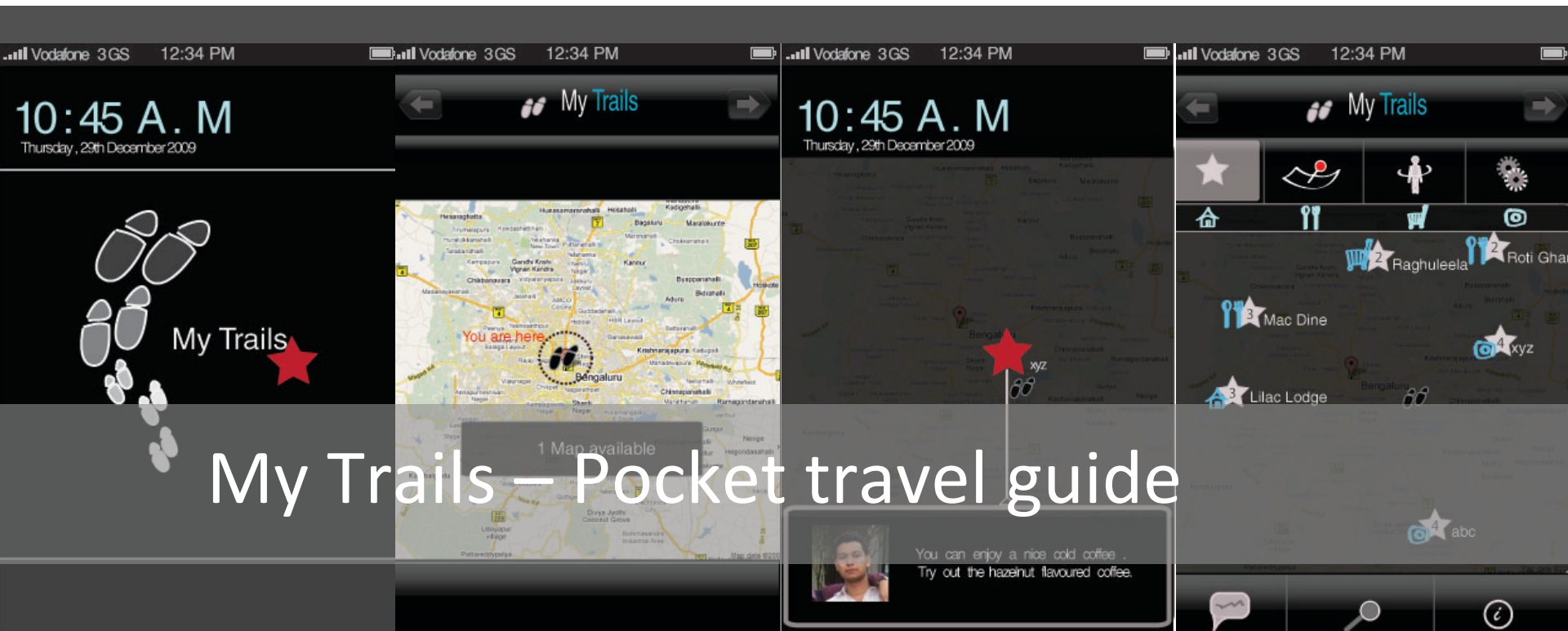
Save / tag the location



Create your plan in minutes

My Trails

Mobile based travel application – Onsite Stage



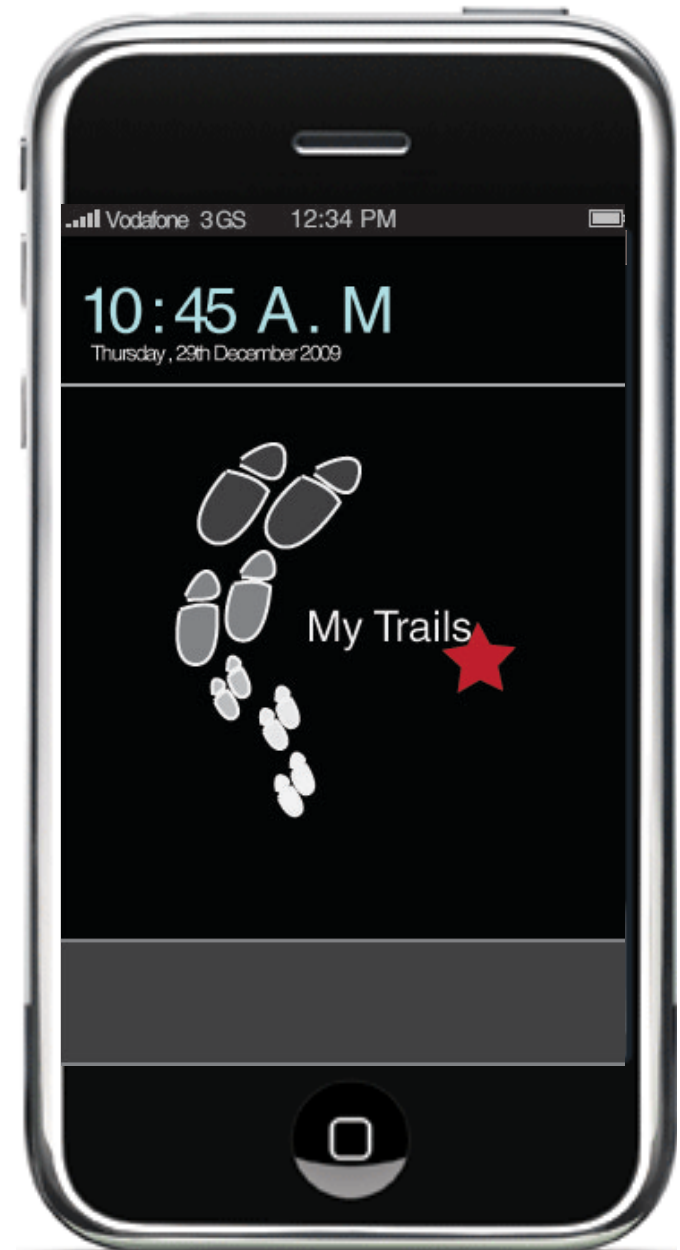
My Trails

Perk up your **onsite experience**

Get **timely recommendations** from friends

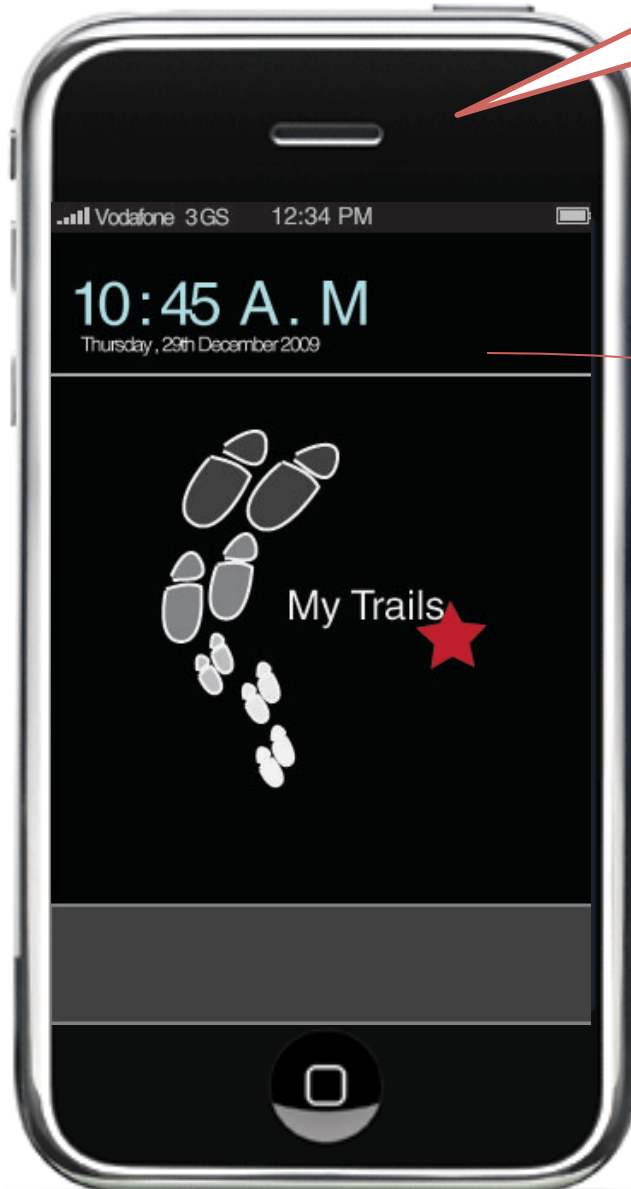
Leave your **trails** wherever you go

Acts as your **pocket guide**

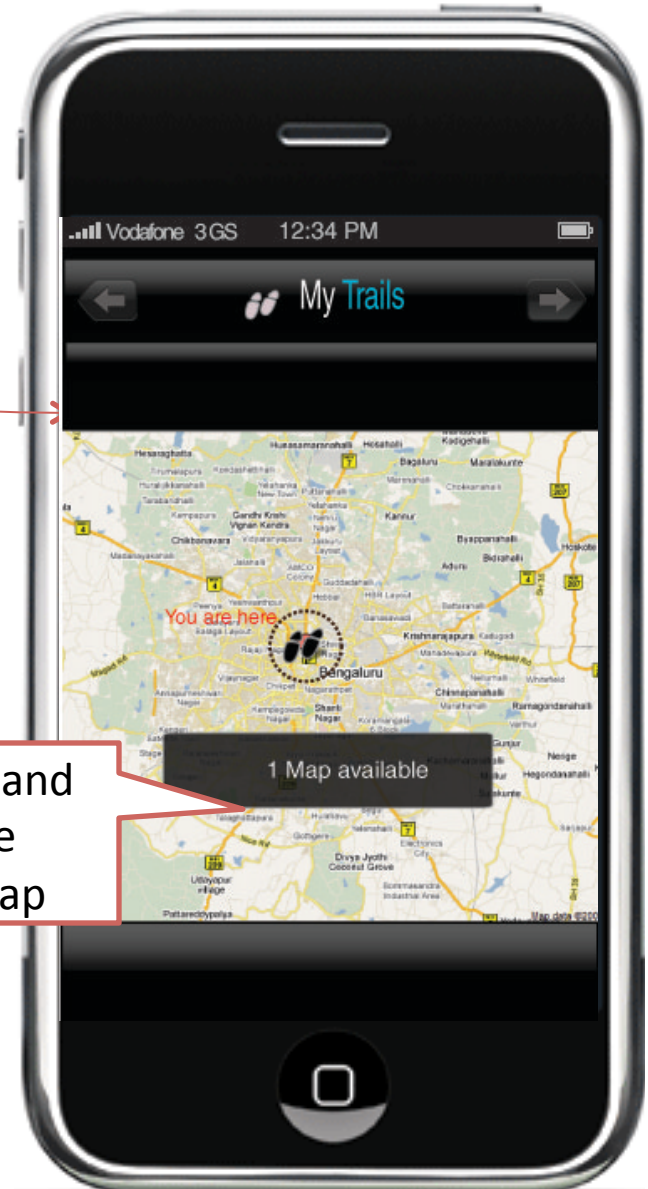


My Trails

Onsite
application



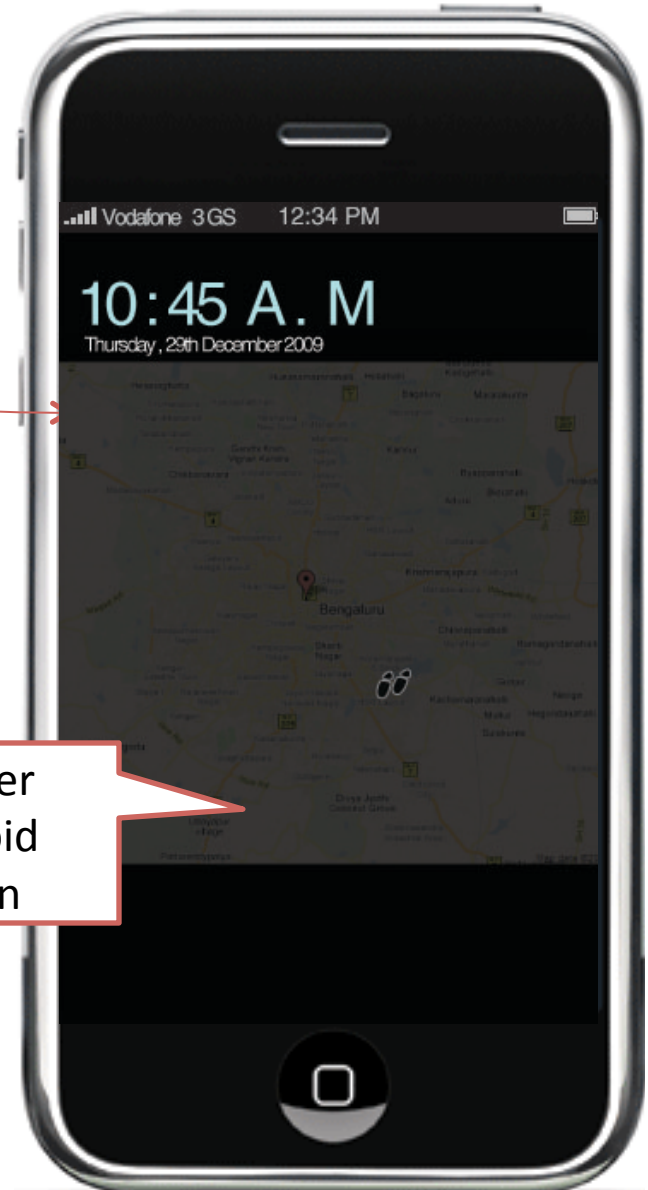
Locates you and
shows the
relevant map



My Trails

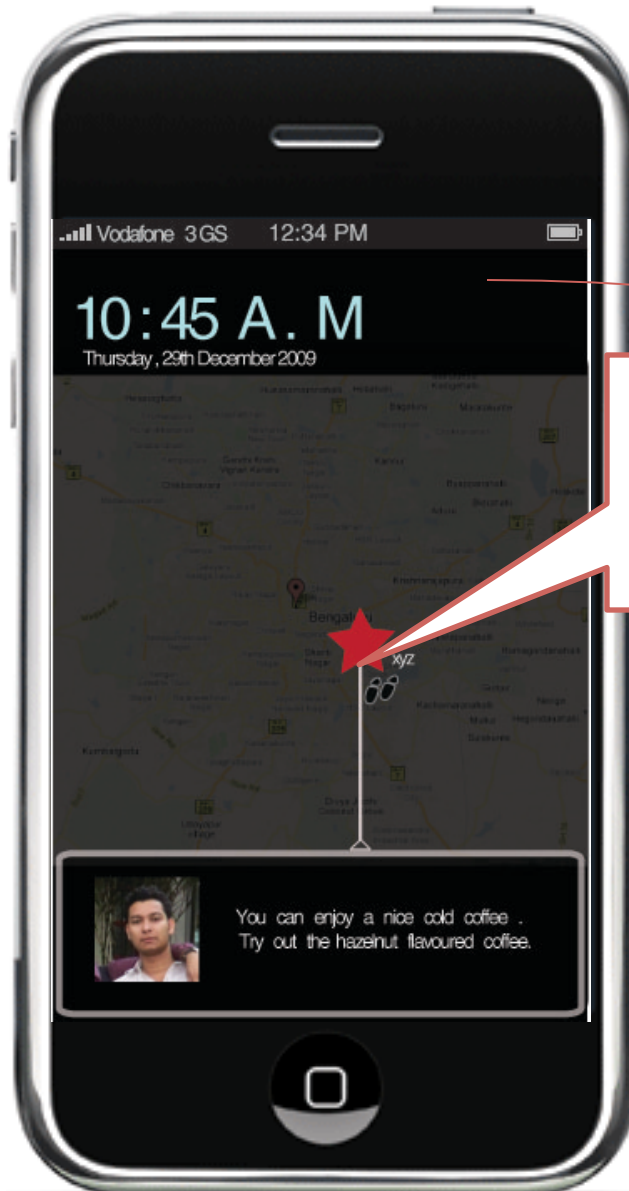


List of
available maps



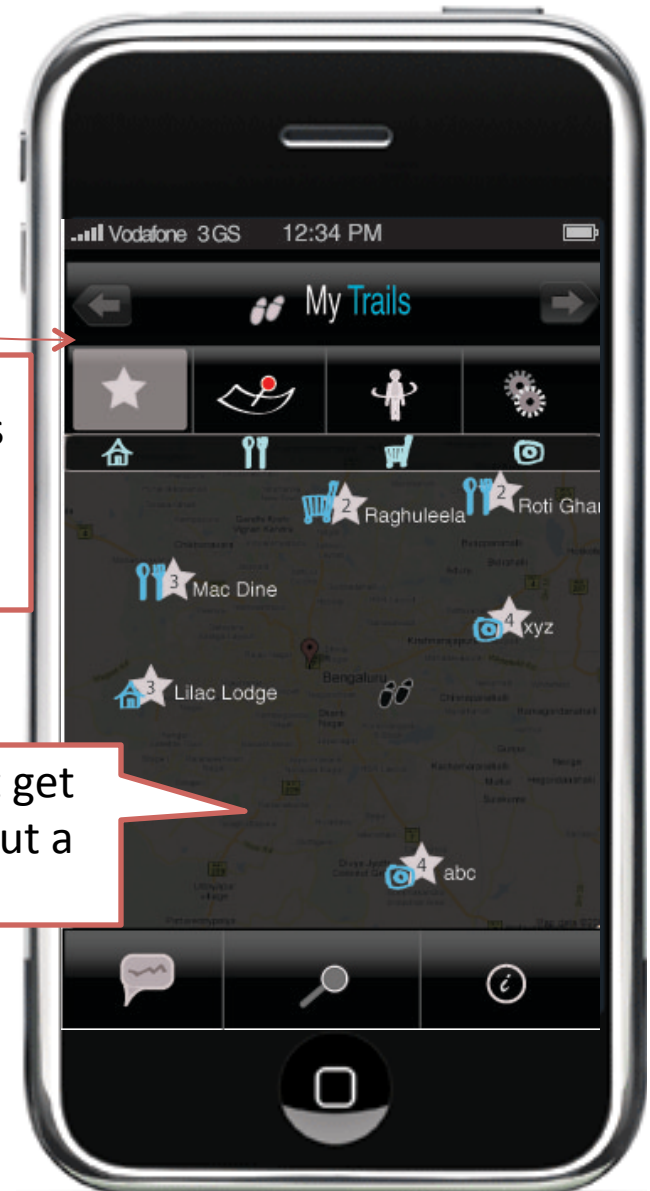
Screensaver
mode- avoid
distraction

My Trails



Recommendations
at a particular
location

At any point get
reviews about a
place



Prototype

SetTrip

My Trails

Future works

Application for the 3rd stage of travel can be implemented to link all three – Sharing information post travel.

The domain of Augmented Reality can be explored to come up with alternative solutions.

This application can be linked to an online portal to get richer results – mashup with social networking sites like Orkut and Facebook

More can be explored on the personal attributes of the users.

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Acknowledgements

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