

King of the Road

HCI – 440 Team Project 1
Discovery & Requirements Definition

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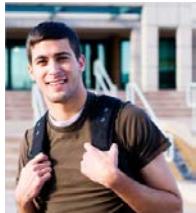
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Project Overview

King of the Road is a mobile app that will help a traveler track their road trip as it happens. Most vacation apps ask you to fill in your planned vacation ahead of time into an itinerary format and refer to it as your vacation. King of the Road is there to track all those out of the way stops, roadside attractions and truck stop diners that happen when you go off the beaten path. Using GPS tracking, King of the Road always knows where you are and when you make a stop will let you “check in” to the app with your location, notes, photos, gas station, restaurant or hotel as part of your trip history. If you are traveling on a budget or friends, you can also track the cost of your trip.

For road trip enthusiasts who need an easy way to keep track of where they have been and how much they have spent, the King of the Road is a mobile application that has all the features to easily track your road trip as it happens. Unlike vacation planning apps our product lets you scrapbook your vacation as it happens and share it with your friends and other travelers.

Personas



Sam

Background

- 19 years old
- Attending University of Wisconsin-Madison
- Studying architecture
- Enjoys attending college football games

User Profile

Sam is a 19-year-old single college student studying Architecture at the University of Wisconsin-Madison. His roommate and another friend would like to take a road trip to cheer on the Badger football team when they play Oregon State in Oregon. Sam plans on taking his car for the trip, and would like to be able to keep track of the mileage and gas they use so the other two can pitch in evenly. The group plans on leaving two weeks early so they can take their time and stop several times along the way. Sam would like to see "The Tree of Utah" sculpture west of Salt Lake City, a few miles off their route but still on the way. Other than a couple of specific stops, Sam is open to driving until he feels tired, and finding the cheapest hotel they can on the fly. If a high rated restaurant or another unique attraction were to be suggested, Sam would be all right with going off their path to check it out. Sam is very comfortable using technology to look up where they are along the way, and plans on taking his time to get to their destination.

General Attributes

- Enjoys attending out of state college football games
- Has friends that accompany him while traveling
- Is interested in art and history

- Has a sense of adventure and curiosity

Representative User Needs

- Needs a way to track the cost of the road trip he's taking with his friends to help split the costs
- Would enjoy knowing what other attractions may be on their way to Oregon State University



Rhonda

Background

- 38 years old
- married
- 2 daughters
- lives in Columbus, OH

User Profile

Rhonda is a 38-year-old woman who is married with two daughters, ages 12 and 8, and lives in Columbus, Ohio. She is planning a weeklong trip to meet her husband, who is in Washington D.C. for a month on a business trip. With her two daughters, she will drive to the city, visit some of the tourist spots (with her husband when his schedule allows it), and then head back home. Rhonda will be the only one driving, which means they will need to stop when she starts getting tired. This makes it difficult to reserve a room ahead of time. Rhonda is concerned with stopping at a random hotel on the way because she wants to make sure the area is safe and that the hotel has good reviews from other travelers. The family has a short timeline, and doesn't want to lose time trying to find a gas station far off their route. To make sure they're on schedule, Rhonda will be sharing their progress with her husband so he knows when to expect her, and what she's already seen with their daughters so he doesn't plan out repeat trips. Rhonda is not very comfortable with using her phone a lot, and just wants to be able to do a basic search for the area's ratings and stay on schedule.

General Attributes

- Rhonda's husband travels often as part of his job
- She is a stay at home mom that is dedicated to keeping her family happy
- Is not very technologically savvy
- Simplicity is important to her when dealing with technology

Representative User Needs

- Needs a reliable way to find a hotel while on the road
- Also needs a way to track her trip and share the information with her husband

Competitive Analysis

FourSquare

Product Description

Foursquare is mobile app, which helps you explore the world around you. Keep up with friends, get insider tips, and unlock discounts and rewards. While on the go, you can easily tell friends where you are, share pictures, get their comments, and get insider tips. Tons of places offer discounts and freebies to foursquare users, and you earn points and badges for doing the things you love.

Functional Properties

- Keep up with friends – Millions of people check in on foursquare every day to meet up with friends nearby, keep up with friends around the world, and share their experiences through photos and comments.
- Discover what's nearby – Looking for a lunch spot nearby or a great burrito in a new city? Foursquare helps you find the best in any area. And the more you and your friends check in, the better foursquare gets at recommending new places to explore.
- Save money and unlock rewards – With foursquare Specials, get savings and rewards at your favorite places. Check-ins can earn you 20% off your bill, a freebie for bringing your friends, or even a special parking spot for being the 'Mayor.'

Notable design Properties

- GPS technology is used to recognize user's location. User then can check-in at the location and connect with friends. Points are awarded at check-in.
- Foursquare is integrated with Twitter and Facebook. Users can choose to have their check-ins posted on their accounts on Twitter, Facebook, or both.
- Foursquare is using a form of social media to connect friends at specified venues and to see their photos, tips and comments about that venue.
- Foursquare offers search functionality to find all venues with Specials in the area where user is located. User can adjust the search radius.

- Foursquare uses photo upload functionality to allow user to upload their pictures and attach it to the check-in for the friends to see or a venue for all foursquare users to see.

Value Proposition

For anyone in any age group who wants to explore the world around to find interesting places and friends, the Foursquare is a mobile application that helps you find special deals nearby and get insider tips. Unlike Gowalla, Foursquare shows you people close to you and has more tips.

MyVacation

Product Description

My Vacation is a travel app allowing you to create a personal travelogue all from the palm of your hand. Preserve memories of your travels through photos, videos and journals. By letting you organize your photos and videos as you go along, it creates a complete record of your trip – one that you can playback and share with friends and family in several different ways. Already featured in App Stores across the world, the app has also been picked as “Best App for Sharing Adventures” by O'Reilly's Best iPhone Apps book.

Functional Properties

- Plan activities and what to pack before the vacation.
- Create a travel journal containing photos, videos, maps, journals and audio recordings.
- Interactively follow a playback of the trip.
- Upload to Dropbox, Facebook, Blogger, Wordpress, Flicker, Twitter, and Email created postcards.
- By letting you organize your photos and videos as you go along, it creates a complete record of your trip – one that you can playback and share with friends and family in several different ways.

Notable design Properties

- Camera (Video and Still) / Media Import
- GPS / Google Maps (Street and Hybrid)
- Internal Web Linking (Wikipedia, Weather, Tourism, Taxi, etc)
- External Web Linking (Expedia, Lonely Planet, etc)
- Social Network integration (Facebook, Flickr, Dropbox, My Vacation)

- Calendar

Value Proposition

For vacationers who want to save memories of their vacation MyVacation is a mobile app that keeps memory keeping in the palm of your hand. Unlike scrapbooking, MyVacation allows you to create a virtual scrapbook as the memories are happen.

Requirements Gathering Methodology

The two methods we chose for our requirements gathering were interview and survey.

Interviews

Interview is a very casual form of gathering requirements. It provides the opportunity to explore or clarify topics in more details to ensure that user understands the questions. Interview method allows asking additional questions based on user's response, it also allows user to comment on the questions. Interview gives ability to ask more open-ended questions.

Interview Participants

	Sex	Age	Marital Status	Children	Occupation
1	Male	45+	Married	1	Project Manager
2	Male	45+	Married	2	Project Manager
3	Male	40+	Married	3	Director of Operations
4	Female	40+	Single	0	Registered Nurse
5	Male	35+	Single	0	Software Developer

Survey

Survey allows collecting data from larger group of people in a short period of time. It is an excellent tool to force users to select from choices and collect focused data. Survey method provides requirement ratings and qualitative guidance for characterizing the market to confirm requirements importance.

Survey Participants

Number of Participants	155
Age	21-39
Enjoy taking road trips	64%

Requirements Gathering Findings

Interviews

We successfully interviewed 6 participants with varying travel backgrounds for the interview portion of our requirements gathering. We had 5 male participants and 1 lone female participant. Interviewees were asked the same kinds of questions as the survey participants. We were able to receive more in-depth answers to these questions versus using a scale with the survey.

Participant 1

Participant 1 takes a road trip at least one or twice a year and does so to accommodate his wife's preference to not fly. He usually only plans the first night of lodging and plans the rest of the trip as he goes. When searching for a hotel on the road, he relies on fliers at rest stops and coupons found. His first priority is finding a good deal on a hotel and usually will just phone the hotel to make a reservation. If there was an app that allowed him to find good deals on hotels and find it using GPS and make a reservation, he would use it. Participant 1 often has a change of plans while on vacation and this may be because of recommendations from others to skip one attraction and visit another. His phone camera is not utilized while on vacation because he has a primary high-end camera. Although he doesn't plan the entire trip, he does usually know his distance and gas mileage. He tracks the cost of his trip by checking his credit card bill but if an app made it easy to track on the go, he would use it. Participant 1 often uses the web to research road trips taken by others and would share his trip with other after he got back. Although he would prefer a free app with advertising, he thinks an app like this would cost \$4.99.

Features he would like to see:

- Track local gas prices (like GasBuddy)
- Location of hospitals, police and road service
- Groupon deals based on location

Participant 2

Participant 2 doesn't take road trips very often but when he does uses mostly his in car GPS to track mileage, distance and to find points of interest and stops. He did say he would use an app that would offer reviews of hotels, restaurants and attractions. When asked if a feature that would prompt you when stopped to take a photo or make a note would be helpful, he agreed. One issue he noted was when tracking and sharing your vacation, to omit or generalize your start and end locations for security. A feature he would find neat to use would be a "fun finder" type feature in which you set your starting point and end destination and the app lets you know what hotels, food and fun attractions are found on the way.

Participant 3

Participant 3 takes a road trip to Florida every year with his entire family. He doesn't plan the entire trip and enjoys roadside attractions. He has a high-end camera he usually uses on trips and so his camera on his phone isn't utilized for taking photos while on vacation. He would definitely use his phone to help choose a hotel if it had reviews from other travelers. Gas mileage and cost aren't important to him but his wife would enjoy this feature. He said that having a way to see what other road trip travelers have done and routes used would be extremely helpful and a fun way plan a vacation. The two features he thinks he would use are being able to add notes to places he's visited and knowing about traffic and road conditions.

Features he'd like to see:

- If the app prompted you when you stopped to ask you if you'd like to take a photo, set a point or make a note.
- A way to set your destination at beginning so you can have a count down of sorts of miles and hours before getting to your destination.

Participant 4

Participant 4 enjoys taking road trips but finds it difficult to be a spontaneous road trip traveler due to her job and having to plan time off well in advanced. She does use her mobile phone's camera as the primary method of taking photos. She also said that she would prefer an "all in one" solution while on a road trip and integrating her phone's camera would be essential. She also loves to share her photos on Shutterfly and would enjoy a feature that would allow her to share her

photos from her phone. As to being able to view other people's road trips, reading reviews and tracking gas mileage, she wouldn't find these features useful. An options he wouldn't mind having is a way to find out what the local radio stations are for the area.

Participant 5

Participant 5 used multiple sites and resources for his group trip in the summer of 2010. Google Docs was used to keep track of gas receipts, Yelp was used to find restaurants and attractions, a laptop with Wi-Fi was used to enter receipts at stops, Google Maps was used to initially plan the trip, and finally GPS was used in the car to navigate. The three nights of lodging at their destination was planned, while the rest of the trip lodging was planned per day via cellphones and Priceline. Participant 5 would prefer a free app with non-intrusive ads to a pay app but would be willing to pay \$1.99 for an app with unique features. Top 5 features Participant 5 would use:

Solo Trip

- Take photos & video
- Tag places you've been (similar to Facebook check-in)
- List local hotels, food and attractions
- Read reviews from the road
- GPS tracking

Group Trip

- Track total trip costs
- List local hotels, food and attractions
- Read reviews from the road
- Take photos & video
- GPS tracking

Survey

The following analysis methodology is based on the theory of "Innovation by users and lead users" as proposed by Dr. Eric von Hippel (Hippel, 2012), whereby users dictate what innovations would be useful to them in their daily lives. Through the lens of the user, the research and development teams supply information of what is possible and allow the user to apply that to the tasks they

face and make a value based decision on what is and what is not “helpful” or usable in the context of their lives. This methodology allows the team to discard those respondents who would not be considered “lead users” in favor of further study of those who are. The analysis of each inquiry includes the filtering of respondents as the survey progresses. While there is no current structure in which to cross-reference respondents, it would be helpful to eliminate those users who do not meet the criterion of the targeted population.

While we are intensely concerned with the responses of those respondents who fall within our targeted market, we are only concerned with the target market as opposed to the wider market. This is not to say there will be no migration or overlap between the two.

Q1. Which Category below includes your age?

Of the 155 respondents, 89% (approx. 138) were between the ages of 21 and 49, which would be expected given the sample population. Each team member requested the assistance of their unique circle of friends and relatives in the completion of the survey along with a blanket request to the DePaul HCI [UI/UX] group. While this survey is not statistically significant it does provide a glimpse into the habits of the proposed target market and may prove to be useful in reducing that target to the most susceptible demographics (21 – 39) or about 70% of respondents.

Q2. I enjoy taking road trips?

Approximately 64% of respondents either answered “Always” or “Usually” to the inquiry. While no respondent replied with “Never”, it can be assumed that some substantial portion of respondents hasn’t actually taken a road trip in some time. The choice of “Never” will typically invoke a negative response among respondents and will likely drive responses to the “Occasionally” response. The valued responses are those that indicate an affirmation of the activity. Through greater study of the topic, we would likely focus observations on the 64% of respondents who engage in the activity for which the app was targeted.

Q3. I plan every detail of my road trip from hotel to restaurants before leaving.

The extreme response of “Always” would typically viewed as an outlier when in response to a question containing terminal language (“every detail”). We would

expect and indeed received affirmation of the polar opposite response to this language in the form of a “Never” response. In this instance, it would be acceptable to discard those that responded to this inquiry with “Always”. Cross-referencing this group with the previous responses that fell outside the 21-39 samples and discarding them assists the team with concentrating on those responses that will have a material impact on design.

Q4. I use my phone as my primary camera and video device.

While not a critical inquiry in terms of eliminating respondents, the affirmative responses provide insight into the habitual use of the users mobile device. Approximately 80% of respondents to this inquiry used their phone as their primary image capture device either “Sometimes”, “Often”, or “Always”. The remaining respondents would be discarded for the purposes of decision-making. Those respondents who answered positively, would progress through the survey.

Q5. I would use my mobile device to share my video and pictures with others.

87% of respondents answered affirmatively providing a strong case for thorough media sharing capabilities. Modularity in design allowing for connections with current and future social networking hosts will prove to be invaluable as benefit to the consumer. Competitive analysis revealed competitor’s limitations to a handful of social networking sites. A potential competitive advantage would be to offer universal interfaces through an easily manipulated user interface.

Q6. I would like a way to see other people’s road trips to help plan mine.

Approximately 87% of respondents indicated that they either are interested in viewing other’s plans or are undecided. Those respondents who are currently uncommitted illustrate a great opportunity to provide them with a compelling value proposition. Targeting design for the uncommitted respondents would provide an extended value to those who are positively committed to this functionality.

Q7. I would use a mobile app to help me choose a hotel or restaurant while on the road.

Nearly 95% of respondents indicated willingness or even a demand that features allowing them to make an informed choice of hotel and restaurants while on the

move be included in the proposed application. This level of positive response indicates that this feature set is not merely an option but a requirement and will likely influence the buying decision heavily.

Q8. I would use a mobile app to track my distance and gas mileage.

83% of respondents indicated that they are either likely to use this feature or could be persuaded to do so. As with previous inquiries, this feature set will either win or lose those currently uncommitted. It is imperative that this functionality be intuitive, unobtrusive, and accurate in its calculations. The uncommitted population will likely make universal buying decisions based off the performance of a single function within the app.

Q9. If you had a mobile app that could do several things to help plan and track your road trip, what would you like to see? (See Appendix)

Like most open-ended questions in a survey environment, numerous responses either directly or indirectly address the same types of functionality. The common themes among the survey sample include deeply integrated GPS functionality, local news, weather, and traffic reports, interactive mapping, local attractions and businesses, service provider reviews, sharing of information (media, etc) with geo-tags to indicate date, time, location, etc., and route planning. Another common response theme was to integrate existing consumer driven sites (Yelp, Groupon, etc.) to provide cost savings to the user. Security was also a common theme among respondents as it is likely that PII (personally identifiable information) could be transmitted or received.

Works Cited

Hippel, E. v. (2012, January 28). *Eric von Hippel's Homepage*. Retrieved January 28, 2012, from <http://web.mit.edu/evhippel/www/index.html>

Requirements Definition

Functional

- The application will use GPS information from the user's phone for route tracking and route guidance
- The application will provide local news, weather & traffic information
- The application will display listings & reviews of local hotels, restaurants and attractions
- The application will have the ability to tag locations on the user's map with notes and photos
- The application will allow users to share trip information with friends, family and other users
- The application will integrate with the phone's recording device to allow users to easily take photos, make videos within the app
- The application will offer cost saving deals based on location
- The application will allow users to input and store costs related to the trip such as gas, hotel and food
- The application will track distance and gas mileage based on stored GPS locations and user input

Non-Functional

- The application should alert the user if the phone's connection is not sufficient to update their location
- The application should store the user's location every 60 seconds when there is sufficient connection
- The application should update the user's location in the event connection is lost, and then restored
- The user can manually refresh the results of attractions nearby
- The application should retain user's information if they choose to save login information
- A user can flag an attraction as inaccurate or offensive
- The application should be backwards compatible down to iPhone 3GS
- User passwords will be encrypted

Environmental

- The interface should be readable and usable in high and low light and in noisy environment
- The application should allow synchronous data sharing, where everyone can be viewing the same data at once
- The application should not require any training
- The application should run on smart mobile phones with internet connection

Data

- The user data should be saved in the central database, so users can access their account information from different phones
- In case of internet interruption, data should be temporarily saved in the phone's memory and transmitted to the central database after connection is established
- Data that is saved as public, like trip recommendations, should be available to other users
- Data that is saved as private like tracking the trip, or trip cost, should not be accessible by other users
- The application will disable advertisements if a user is flagged as having paid for the application

Usability

- The application will seamlessly integrate with native iOS functions
- The application input methods will be gesture driven
- Each section within the application will allow the user to return to the main application menu

- The application will retain which screen it was on when a user exited the program, and return to that screen when a user logs back in or returns to the application
- The application will respond to the phone being turned sideways, and refresh the screen for the new layout

User Requirements

- The application will contain help information for users, available in the main menu
- The application will be visible to a user with average vision from up to two feet away
- The application will be available to English speaking users
- The application will be available to users inside the continental United States

Contributions

Team Member	Contribution
Elizabeth Keyes	<ul style="list-style-type: none">• Personas• 1 interview• Non-Functional & User Requirements
Agnes Pura	<ul style="list-style-type: none">• Competitive Analysis: FourSquare• Created Survey & gathered data• Survey Summary• 1 interview• Environmental & Data Requirements
Irma Rodela	<ul style="list-style-type: none">• Project Overview• 2 Interviews• Interview Summary• Functional Requirements• Collected and organized the final paper for turn in
Eric VanHorn	<ul style="list-style-type: none">• Competitive Analysis: MyVacation• SWOT Analysis of MyVacation• Survey Analysis• 1 interview• Usability Requirements

Appendix

Interview Raw Data

Interview 1 by Irma

Age demographic:

male

Over 45

Married

2 kids

When was your last road trip with your family?

July 19 2010

How did you plan it?

Google maps and no overnight stay... walnut, il heading to family fun event

How long did it take you?

2.5 hours

Stop for food?

Yes subway, part of gas station

- Has GPS w/ points of interest and uses for finding stops and food. But if no GPS would use an app.
- If planning a vacation would use a feature giving reviews of point of interest and food and hotel.
- Would appreciate both being asked about a stop when stopped or when driving and the app telling him that a cool stop was ahead.
- Would also appreciate the app warning about traffic issues.
- Need to omit start end for privacy if sharing w/ others.
- Share w/ family and friends only.

Most useful features that he would use:

- gps track my trip

- read reviews of hotels, restaurants and attractions
- Sharing w/ friends

Open comment field and we could ask

Fun finder: choose a destination and the app finds fun for you based on the most popular routes and attractions to help plan your trip.

Interview 2 by Irma

Mall married 2 wrys
 over 40 3 kids jeep

Age demographic:

Age scale

Below questions on a scale of 1 - 5

I enjoy taking road trips 5

I plan every detail of my road trip from hotel to restaurant before leaving. 3

I enjoy going off the beaten path while on a road trip. 4

I use my phone as my primary camera and video device. 1

I would use a mobile app to help me choose a hotel or restaurant while on the road. 5

I would use a mobile app to track my distance and gas mileage. 3 → 3 *yes, may not do it all the time.*

I would like a way to see other people's road trips to help plan mine. 5

multiple choice:

Of the features below, which would you use if they were available in a road trip tracking mobile app: (check as many that apply)

- take photo & video
- gps track my trip
- list local hotels, restaurants and attractions
- read reviews of hotels, restaurants and attractions
- tag places you've been (similar to Facebook check-in)
- add notes about places you have visited
- track gas mileage and cost
- road conditions and traffic information 1
- track total trip costs (hotel, meals, gas & entertainment)

then an open comment field and we could ask:

If you had a mobile app that could do several things to help plan and track your road trip, what would you like to see:

if the app prompted you when you stop to take photo,
 Set point or make note.

set destination at the beginning to know how much
 longer to destination. ~~count down~~

Interview 3 by Elizabeth

Demographic:

35, Male, Single

When was the last time you took what you would consider a road trip?

Summer of 2010.

How many days was your trip?

9 days, 3 days staying in our main destination and time to get there and back.

Did you use technology during your trip to assist with mileage, getting to places, finding attractions, etc?

We used multiple sites and resources for the trip. We used Google Docs to keep track of gas receipts for the group, used Yelp to find restaurants and attractions nearby, used wifi and a laptop to enter in receipts during stops, used Google Maps to plan out the trip initially, and used GPS unit in the car to navigate.

Did you plan out the trip ahead of time (including where you would stay, where you would stop, and for how long)?

We planned main destination hotel ahead of time (3 days), then used Priceline from our phones for other places. We had a rough list of attractions to stop at on the way.

Ranked features:

Solo Roadtrips

- 1) take photo & video
- 2) tag places you've been (similar to Facebook check-in)
- 3) list local hotels, restaurants and attractions
- 4) read reviews of hotels, restaurants and attractions
- 5) gps track my trip
- 6) add notes about places you have visited
- 7) road conditions and traffic information
- 8) track total trip costs (hotel, meals, gas & entertainment)
- 9) track gas mileage and cost

Group Roadtrips

- 1) track total trip costs (hotel, meals, gas & entertainment)
- 2) list local hotels, restaurants and attractions

- 3) read reviews of hotels, restaurants and attractions
- 4) take photo & video
- 5) gps track my trip
- 6) tag places you've been (similar to Facebook check-in)
- 7) add notes about places you have visited
- 8) track gas mileage and cost
- 9) road conditions and traffic information

If an app were available with the features above, how much would you be willing to pay? \$0, \$0.99, \$1.99, \$2.99+?

I would prefer free, but would go up to \$1.99 if the features were unique.

If it were free, would you mind there being ads from local restaurants/hotels/attractions around your location?

I would expect a free app would have ads in it, and would not mind those.

Interview 4 by Agnes

Age demographic:

Male, Over 45, Married, 1 son

How often do you take road trips?

At least once or twice a year. I wife doesn't fly so this is our only way of travel.

Do you plan your whole trip before you go?

I only plan the first night. I want to make sure that I have a place to stay when I get to my destination. After that I plan as I go. I have a goal to have a hotel reserved by 3pm.

How do you find your hotels?

I stop at the rest stops and look through flyers. I look for deals and coupons. I try to find reasonable prices. I don't spend much time at the hotel, so the price is more important for me than accommodations.

When you find your hotel how do you make your reservation?

I make a phone call to the number from the flyer.

Do you ever use your smart phone to make reservations?

No I don't know of a good app to do it. But I can see myself using an app if it could do it all: find me a deal in my location, maybe using a GPS and allow me to make reservation.

Do you ever change your plans during your trip?

Yes very often. We may meet some people in one of the attractions that will recommend seeing something we didn't plan. Or if we have plans to visit a place

and everyone tells us that it's not worth our time, we may change our plans. Some attractions require more time or less time than planned.

Do you use your phone as your primary camera and video device?

No I hardly ever use my phone to take pictures. I have a camera for that purpose.

Do you ever track your distance and gas mileage?

No, I kind of know before going how many miles I'm going to drive and the approximate cost of the trip.

Do you track the total cost of the trip?

No, I used to. Now I just look at my credit card bill and it gives me an idea of the cost. If I had easy way to do it, that would be nice to enter all my spending.

Would you use a mobile app to check out what others did for their road trips?

Yes, I do that occasionally on the web.

Would you share your road experience with others?

Not at the time of my trip, maybe after I come back home. I don't like the idea of someone knowing that I'm on vacation, because they also know that I'm not home.

What other features would you like to have in a mobile app?

I'd like to be able to see the price of gas in the area, location of hospitals, police and road service. It would be nice to get Groupon deals based on the GPS location

How much would you be willing to pay for the road trip app that give you all the features that you need?

I'm a cheap guy, I like free stuff. I think this type of app could cost around \$4.99, but I would prefer free version with advertising.

Interview 5 by Eric

Subject

40yo Female

Registered Nurse

Q&A

Prescribed Answer

1. Do you enjoy taking road trips? (Always, Usually, Half the Time, Occasionally, Never)

Usually

It's not as easy as it used to be to just throw some clothes in a bag and take off for a week or even a weekend.

2. Do you plan the details (hotel, restaurants, sights) before leaving? (Always, Often, Sometimes, Seldom, Never)

Often

I typically plan the details well in advance because I have to plan time away so far in advance that I think about the details well ahead of time. I'm not 20 anymore.

3. Do you use your mobile device as your primary camera / video recording device? (Almost Always, Often, Sometimes, Seldom, Never)

Almost Always

I really try not to carry anything that is unnecessary on road trips or anywhere else. If I can use my phone for an 'all-in-one' solution, then I do. The camera on my new phone is at least as good as my old point and shoot camera.

4. Do you use your mobile device to share video and pictures with others? (Almost Always, Often, Sometimes, Seldom, Never)

Almost Always

Yes, yes, yes! I am a certified 'Shutterfly' addict. I've tried some of the other photo sharing sites but most of my friends use Shutterfly. I have a pretty large family with a lot of small children so there's never a shortage of pictures. A road trip is the perfect opportunity to flood my Shutterfly account.

5. Would it be useful to see others road trip experiences as they relate to your trips? (Strongly Agree, Agree, Undecided, Disagree, Strongly Disagree)

Undecided

If I truly wanted to strike out on my own, I wouldn't want input from others. A road trip is as much about discovery as it is time away. If I had some app telling me where to go and what to do, I'd turn it off.

6. Would you use a mobile app to help you with the choice of hotel or restaurant locations while on the trip? (Very likely, Likely, Maybe, Unlikely)

Maybe

If I hadn't previously made plans (unlikely) or if I found the hotel I had planned to use to be gross or something. I would be much more likely to use it to find restaurants or local attractions.

7. Would you use a mobile app to track the distance you've traveled and your gas mileage? (Very Likely, Likely, Maybe, Unlikely)

Unlikely

My car and GPS already do this for me though I really don't look at it much. I wouldn't be likely to take the time to enter information in another device. If, I could just speak the info to the app, I might do that!

Open Ended

8. If you had a mobile app that could do several things to help plan and track your road trip, what would you like to see?

I hate not knowing what the local radio stations are as I'm driving. I usually don't even bother with them anymore as my iPod is attached to my car or satellite radio. One thing that would be nice would be something warning me if I entered in a 'bad' part of town.

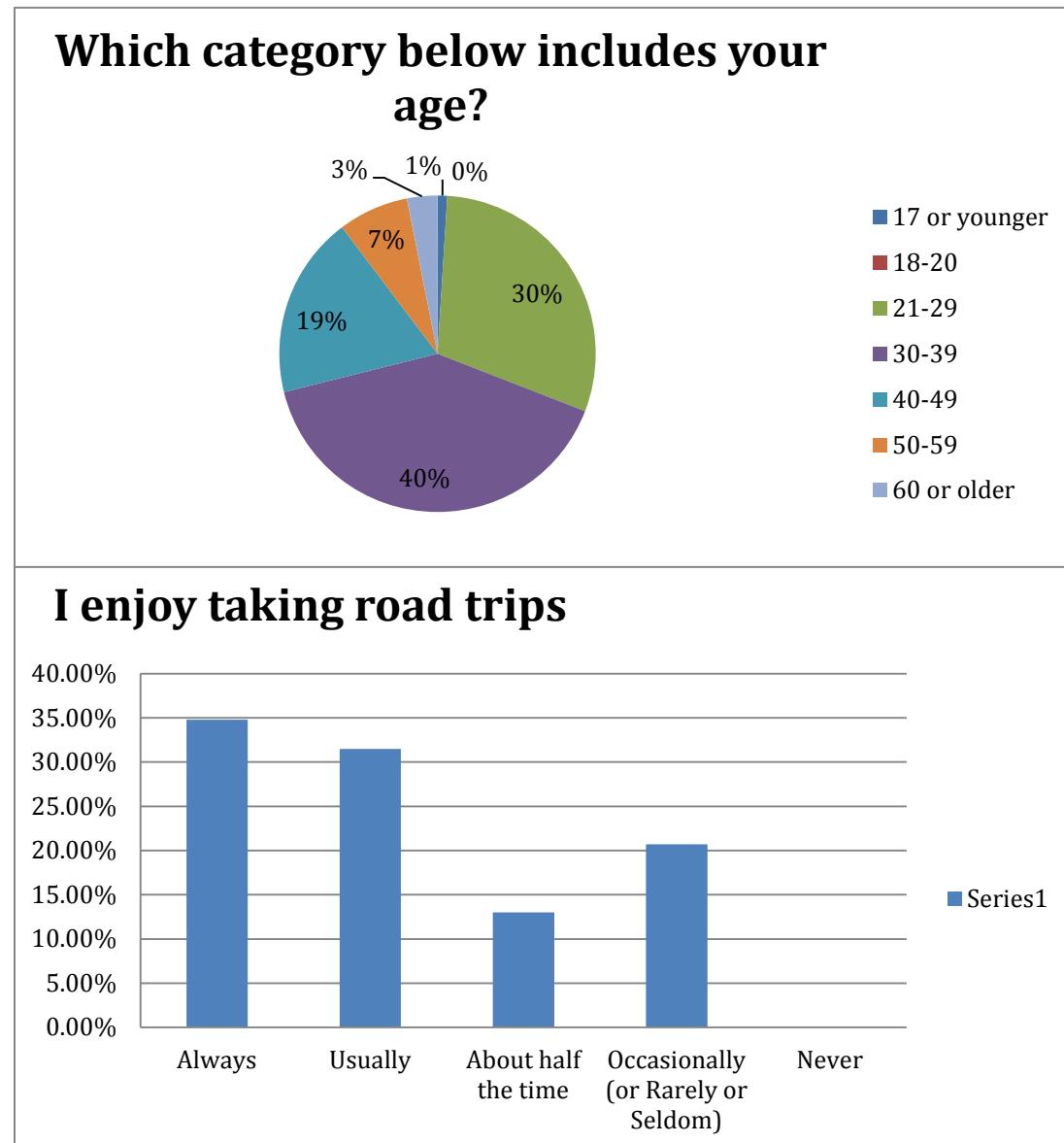
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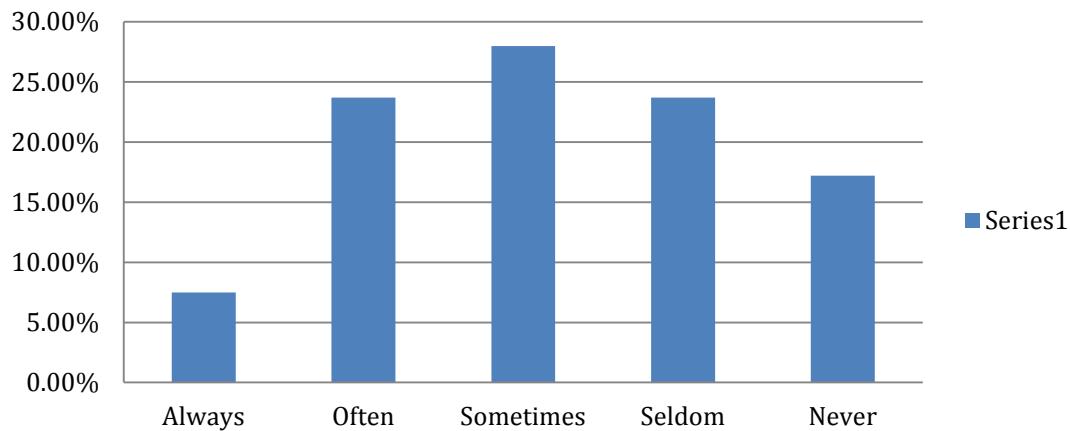
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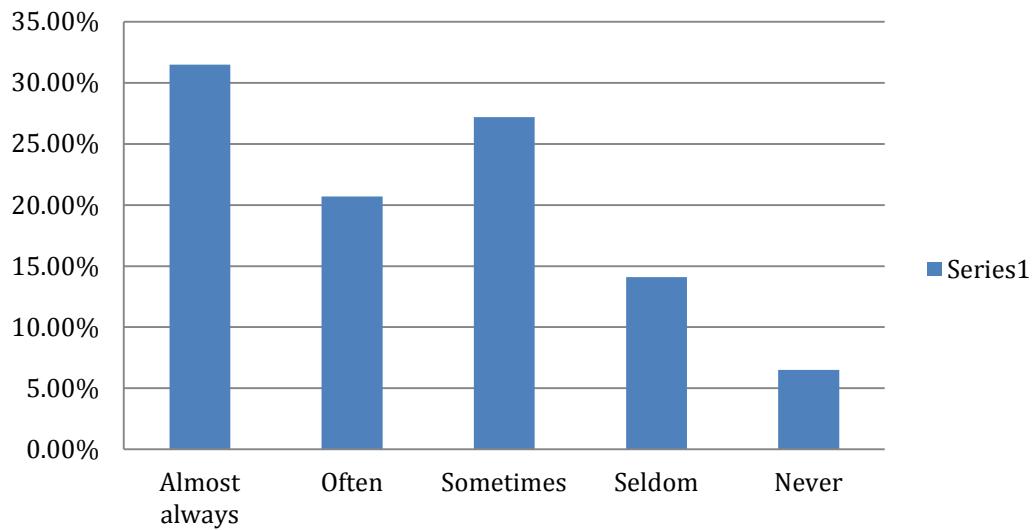
Questions



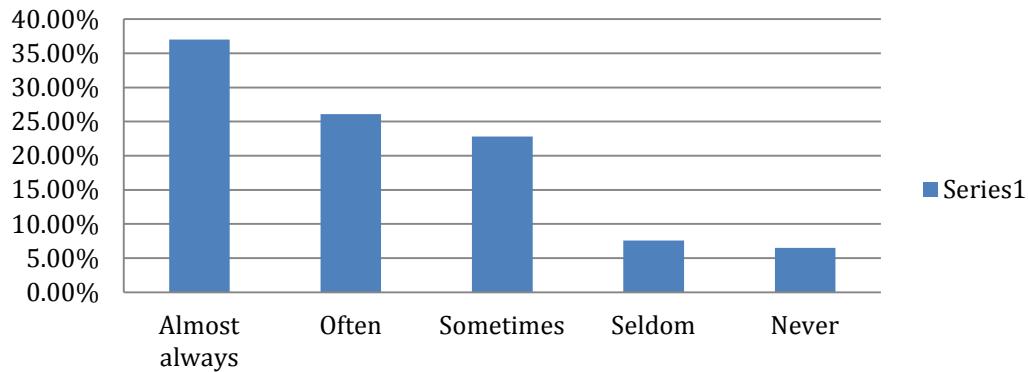
I plan every detail of my road trip from hotel to restaurant before leaving



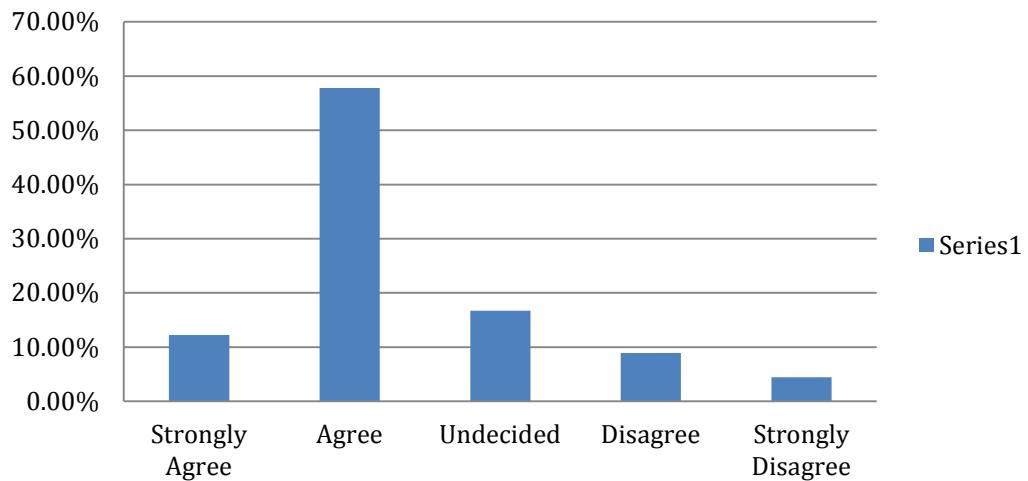
I use my phone as my primary camera and video device



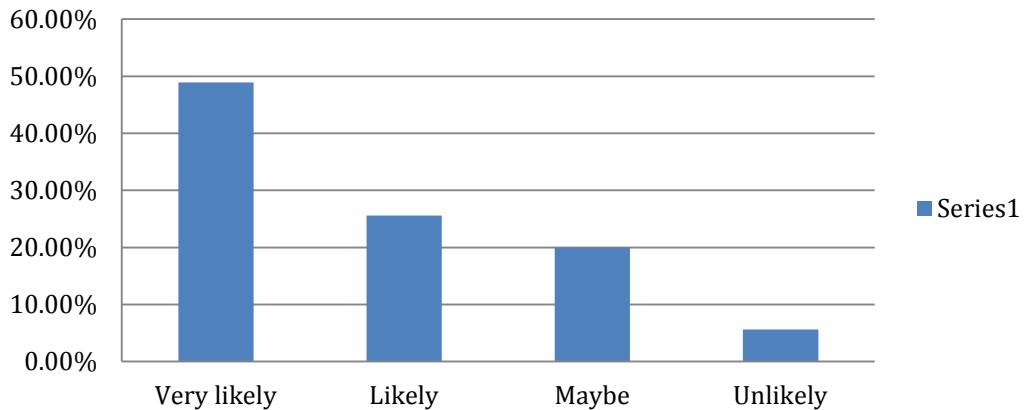
I would use my mobile device to share my video and pictures with others



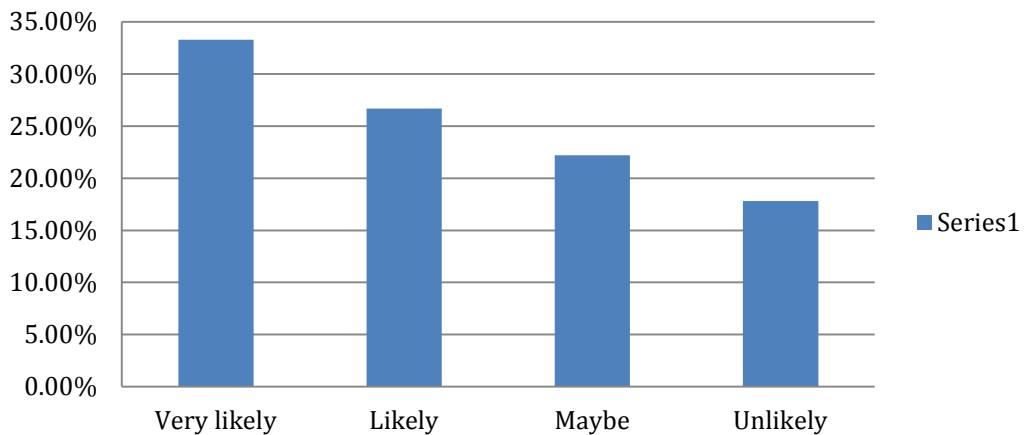
I would like a way to see other people's road trips to help plan mine



I would use a mobile app to help me choose a hotel or restaurant while on the road



I would use a mobile app to track my distance and gas mileage



Open ended question: If you had a mobile app that could do several things to help plan and track your road trip, what would you like to see?

Responses:

- Gas stations listed by lowest price.
- Advance detours due to traffic congestion, road work, accidents
- I would also be cool if you could integrate geo-tagging any photos with pictures and videos you've taken
- Local radio stations in the area
- Be able to sync with google nav/maps unless it had the same features. Also, points of interest x miles off the route, in case we wanted to stop. Also take into account age of passengers and driver to best suit activities to end users. Be able to view entire trip before departing and determine where more time will be spent where. And how to save time in other areas (ex. Montana as opposed to the national monument in south Dakota .

- Route routing with multiple waypoints and the ability to add intermediate stops along the way
- better search features for finding non-big box types of stores
- gps trip tracking
- Aside from the hotels and restaurants, it would be cool to see some kind of rating system for attractions that fall within a certain distance of the places you will be traveling through. Maybe a classification system as well, so that one can choose between bigger attractions that everyone knows about or a list of things that are off the beaten path that someone with particular interest in that field might like.
- Something that would allow users to view a map, and add pins as a destination, or landing mark. To expand on that, it would be nice if the app could create a travel plan based on those pin points you inserted on the map.
- Extensive use of it. If it only had a couple things I'd rather check Yelp for restaurant and activity reviews or search Kayak, Airbnb, hostelworld, etc for places to stay.
- interface with coupon apps (groupon, daily deal) to provide deals close to my proximity.
- storybook: have the app create a timeline and map of the trip that is interactive so I can look back at it and see the photos, videos, my notes, etc. and then share it to my friends.
- Give info on all rest stop . How far til the next one. How many you will have on your trip.
- I would like to be sure that the app is secure and protects PII. Once I'm sure it's a secure app., I would like for the app to be able to allow information to be sent to E2 solutions travel system for approval of authorization and voucher.
- Alternate routes, maybe? Scenic routes, perhaps?
- provide details of local attractions and allow me to see what others thought of it, give suggested routes based on traffic or construction,
- Mileage from home to hotel, list of rated hotels with reviews and also the similar for restaurants in the same area.
- must see site locations!!
- user identified points of interest
- Local news traffic police updates.
- Traffic conditions and the time it will take to get there so you can tell the kids. Also where there are places to stop and rest and or site see.
- information on local events/attractions
- special offers/discounts through the app (like AAA)
- suggest the best route possible
- Let me know how far are the gas stations and rest stops
- weather ahead
- Maintain an itinerary
- Ability to edit/sync trip online so you could access from devices other than my phone.
- Alternate routes with interesting attractions, or integration with RoadsideAmerica.com
- Nearest gas station... like off side roads when the road I'm on doesn't have one...
- list suggested stops (hotels, restaurants, attractions) along my planned route
- Mileage tracker

- Local attractions based on my interests. Find local ATMs with no fee -- I don't like to carry a lot of cash.
 - primarily find restaurants and points or places of interest with reviews, gps
- provide alternate routes in case of major traffic incidents, provide lists of local food places that are open late

SWOT Analysis

“My Vacation” A Competitive Analysis

Producer:

Jasper Apps, Ltd.

Versions:

- My Vacation Lite (v3.3.3): iPhone | FREE | 3.0 rating
- My Vacation (v3.3.3): iPhone | \$2.99 | 3.5 rating
- My Vacation HD (v2.3.3): iPad | \$4.99 | 2.5 rating

Description:

- My Vacation is a complete travelogue in the palm of your hand (What, Where, When)
- My Vacation will let you plan and document your travels with one easy-to-use app.
- Already featured in App Stores across the world, the app has also been picked as "Best App for Sharing Adventures" by O'Reilly's Best iPhone Apps book.

Features:

- Plan activities and what to pack before the vacation.
- Create a travel journal containing photos, videos, maps, journals and audio recordings.
- Interactively follow a playback of the trip.
- Upload to Dropbox, Facebook, Blogger, Wordpress, Flicker, Twitter, and Email created postcards.

- By letting you organize your photos and videos as you go along, it creates a complete record of your trip – one that you can playback and share with friends and family in several different ways.

Technologies:

- Camera (Video and Still) / Media Import
- GPS / Google Maps (Street and Hybrid)
- Internal Web Linking (Wikipedia, Weather, Tourism, Taxi, etc)
- External Web Linking (Expedia, Lonely Planet, etc)
- Social Network integration (Facebook, Flickr, Dropbox, My Vacation)
- Calendar

SWOT Analysis

The following SWOT analysis is a hybrid of its typical usage and solely of my own making in that what is typically a single picture of an entity, product, or program, I have dissected the model to focus on the Strengths and Weaknesses of ‘My Vacation’ and the Opportunities and Threats of the proposed app. While not strictly accurate, I believe it paints an accurate picture of the marketing opportunity afforded.

Internal (Them)	
Strengths	Weaknesses
Functional Visually appealing Highly integrated with social networking Post card creation Available for iPhone & iPad	No dedicated web presence Pricing Limited to specific upload sites No QR scanner No real time/location suggestions No integration with other travelers experiences using My Vacation FREE version limits photo capacity Generally weak ratings in app store
External (Us)	
Opportunities	Threats
Dedicated web presence (in support of KOR) Suggested routes from “King of the Road” (KOR) users Suggested points of interest (local restaurants, lodging, businesses, unique sites, and other tidbits) from KOR community and local residents Add Android compatibility Virtual concierge	Duplication Heavily reliant on wireless signal Data intensive Revenue generation (app functionality, pay per use, local business support, ad revenue, etc)