



## Project Name

Beyond Tourism

## Overview

Design a tool to help travelers find volunteer opportunities in a new city.

- The tool should allow travelers to search for and filter volunteer experiences at their destination. It might also allow travelers to first discover a volunteer experience they're interested in, and based on that experience choose their destination (destination is secondary to the experience)
- The tool should be a new feature in the application or website for an existing travel company of your choosing. (eg. Kayak, REI Adventures, Expedia, Lonely Planet, Trip Advisor, etc). Be sure to consider how the new tool fits into the existing structure of that company's online presence.

## Requirements

### Discovery

- Conduct a research session with several users to find out...
  - which device is best to target for this product
  - What factors influence their travel decisions?
  - What are existing travel sites doing well?
  - Pain points in the travel planning / volunteer opportunity discovery process
- Analyze other services that already exist in this space. Are there user needs they aren't addressing, or features that seem unnecessary?

### Analyze

- Based on your research, identify end users (who is the target market) and create personas (who will use this app).
- Identify the problem and the opportunity. Make a vision statement around why this type of functionality would be AWESOME. Answer and sell: "Who volunteers while they vacation? Or "How do we make this something that people start doing."
- Define a few design principles to ground the product experience decisions around. For example, 'trustworthy'. The app should give the user a secure, safe understanding of what volunteer work they will be doing.
- Define the key scenario workflows that are core to this service.
- Map out the product's current information architecture, and consider where the new designs will fit into the information hierarchy and navigation.

## Ideate

- Go broad! Ideate around the design principles you have created. You may decide to pair these design principles to some of the key workflows that you came up with.
- Create a series of rough sketches or wireframes that map to the key scenario workflow.

## Prototype & Iterate

- Share your designs with representative users and gather feedback. Iterate and adjust designs according to feedback.

## Deliver

- Deliver 1-2 scenario workflows for the ideal user experience (mobile, tablet, or desktop TBD). These will help you tell the story of your design solution.

*PS. Don't forget to document your research and design process for your own purposes — you'll want a clear timeline, photo's & organized files when it's time to build your portfolio!*

# Schedule

## Week 2 - 4: Define the problem statement and propose first ideas

- Conduct your primary research (with people) and competitive analysis. Clearly state the design opportunity & establish your design principles. Craft your personas, and start to explore ideas that might address their needs.

## Week 5: Work session 1 to receive feedback

- This work session is mainly to get feedback about the initial ideas. We will not critique on the visual language of the deliverables but more the core concepts behind your designs. Rough sketches and wireframes (vs high fidelity design) are best for this phase.

## Week 6: Run iterations based on feedback

- Make adjustments to your design based on the feedback you received. Create a research prompt to share your revised wireframes or clickable prototype with representative users and gather feedback. Based on the response, adjust the workflow, interactions, or information details in your designs to present at Work Session 2.

## Week 7: Work session 2 to receive feedback

- At this work session, critique will be focused on overall feasibility and effectiveness of the design. You might present revised wireframes or a clickable prototype.

## Week 8: Final Presentation

- At the final presentation, we would like to hear your design presented through a story about your persona and how they use the new tool (scenario workflow.) Demonstrating a clickable prototype would be amazing! We can also critique the visual language of the final deliverables if you've had time to design in higher fidelity.

## **Specifics about deliverables for Work Session 1**

- A presentation summarizing the findings from research. (Suggested: each bullet point under 'Analyze' is a slide)
- Initial written ideas of what flows are most important. Drawings or written paragraphs are also acceptable.

## **Specifics about deliverables for Work Session 2**

- A slide summarizing what findings from users/changes the team made.
- Revised wireframes, information architecture diagram, and/or clickable prototype

## **Specifics about final deliverable**

- Slide deck
- Clickable prototype