Team SCHMY

Hunt Statement

"To research the travel and language needs of foreign travelers to create a mobile service that helps them get more from their experiences in the US."

User Research

Interview Round 1

- 6 participants
- Between ages 25 and 35
- language, memory, planning and tech

Interview Round 2

- Interviewed 6 more travelers
- Visitors to the US
- Tech savvy. Economically stable
- Loved meeting people, new food...

"Oh, that would have been amazing. We could have accessed Yelp, CouchSurfing and maps."

- Terry, when asked if a data plan on a smart phone would have helped him.

"It has been so much fun talking with you.
We really love this little place. (the Beehive)
Can we take pictures of you?
Pittsburgh is like my home city.
Are you on Facebook?"

- Juan and Pablo (from Mexico) spending an hour with a Pittsburgh local.

"I really prefer talking to locals. I left France so I could talk to people who are not French."
- Terry (from France), CouchSurfer

"I just bought a Terrible Towel!"
- Emerson (from Brazil), 6:30, Superbowl Sunday

"I really like long deep conversations with the travelers I host. It feels like an exchange of ideas, of life experience."

- Adam, CouchSurfing host in Pittsburgh.

Findings

- Recommendations are important
- No one uses data plans. Prepaid plans popular
- Borrow computers and/or wifi
- Enjoyed interactions with locals
- Food obsessed
- Pronunciation and context based words a problem

Competitive Analysis

apps for travel logistics

apps for recommendations

mobile phone network operators

apps for language

apps for travel logistics

- Good at itinerary management.
- Good at connecting with fellow travelers in your social circle.
- Most of the recommendations seemed like ads.

- **Domestic**: The minimum data plan was 25 dollars for 20 mb data. (10-12 pictures). Exceeding limit leads to high fees.
- **International**: Data prices vary from $1 to $19 per megabyte. Docomo offers a daily rate of $17 per day.

mobile phone network operators

- Crowdsourcing provides some good data and bad data.
- Interesting revenue model: Wikitravel Publishes little books.
- People are patriotic and contribute with a sense of pride.

apps for recommendations

apps for language

- Spotty translations that are time consuming.
- Good support for common phrases.
- Limited voice translation features.
- Some are silly.

SET & POG

Social

- Meet/Stay with locals
- Find things to do + Good food
- Language in context + pronunciation
- Transit
- Immerse in local culture

SET

Social

- Meet/Stay with locals
- Find things to do + Good food
- Language in context + pronunciation
- Transit
- Immerse in local culture

SET

Economic

- Phone data plans expensive
- Car rental is popular
- Stay with CS hosts or hostels
- Airfare/Hotels getting cheaper

Social

- Meet/Stay with locals
- Find things to do + Good food
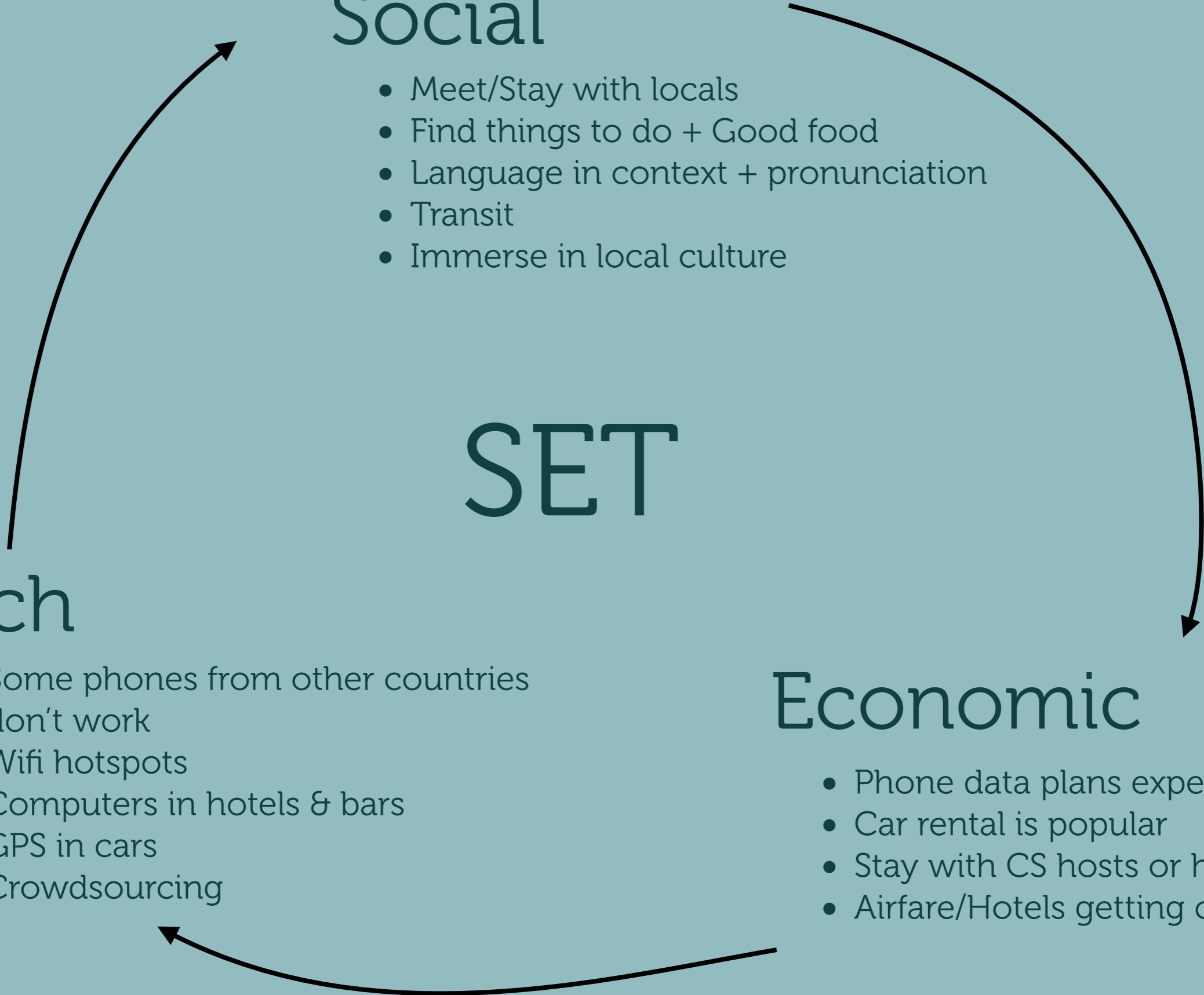- Language in context + pronunciation
- Transit
- Immerse in local culture

SET

Tech

- Some phones from other countries don't work
- Wifi hotspots
- Computers in hotels & bars
- GPS in cars
- Crowdsourcing

Economic

- Phone data plans expensive
- Car rental is popular
- Stay with CS hosts or hostels
- Airfare/Hotels getting cheaper

POG

- Data plans for short term travelers to the US

- Applications to help travelers find

  - Locals for meetups

  - Food

  - Navigation

  - Locals for recommendations

- Mashups

Persona

Kazimir Klaus

- Age 29. From Czech Republic
- Consultant on solar technology
- Minor problems with English
- Travels alone and meets buddies along the way
- Takes trains, planes and buses.
- A people person
- Excited to see Nirvana Memorial in Seattle, John Lennon Memorial in NY and Steelers Game in Pittsburgh

Experience Goals

- Feel a part of the city and its social and cultural ethos.
- Have interesting conversations with new people.

End Goals

- Communicate in English well.
- Eat good food.
- Don't get lost.
- Meet cool locals and join them in their daily lives.

Life Goals

- Have a good work/life balance.
- Learn to speak Spanish.
- Travel often.

Next Steps

- Research technology

- Build business plan

- Develop application