ZEIT
RESEARCH PRESENTATION
Kim Sawyer Egir • UX Designer

BACKGROUND

Zeit: Time Travel Tourism

Zeit is a subsidiary of Richard Branson's Virgin empire. They have been given a set of standards under which they can operate a time travel for tourism venture.

A total of **289 destinations** all over the world, have been approved and finalized to receive people. Destinations are only in the past and have been selected because of their safety. People will travel to controlled and extremely protected places.

Travelers will be able to look at, and do things typical of the time, like workshop activities or attending shows in controlled environments.
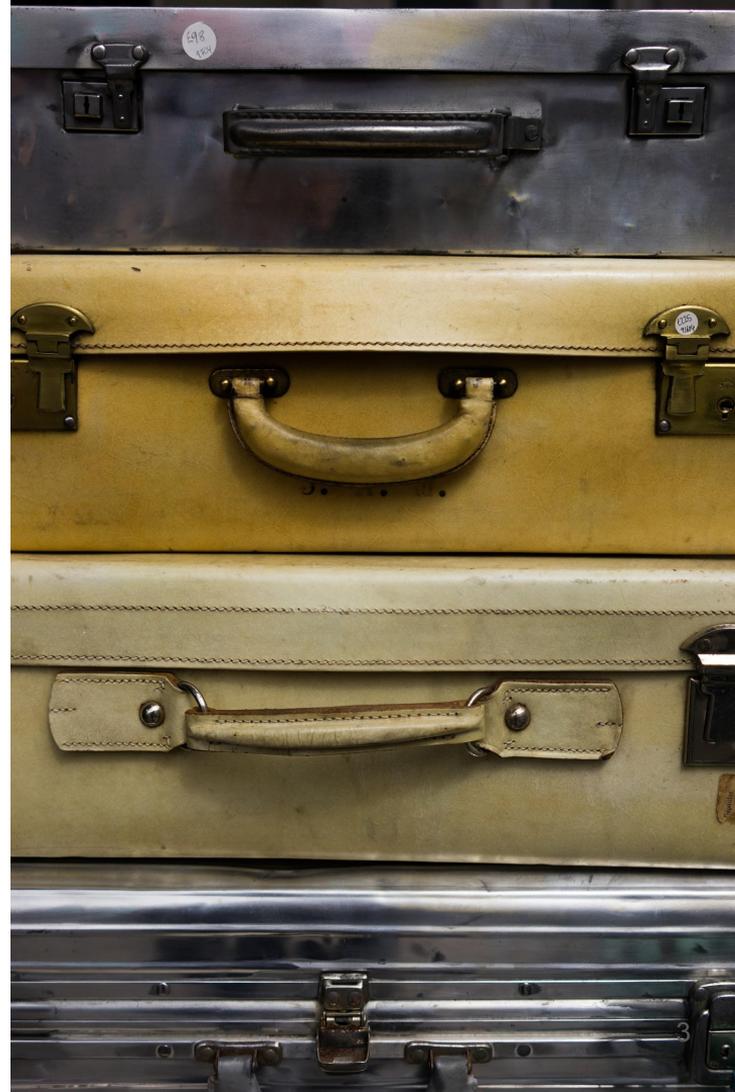
High Level Design Goals

BRAND
Design a logo for the company that is modern and historical at the same time
- Modern and fresh
- Classical and historical

WEBSITE
Design a responsive ecommerce website that is easy to use and that allows customers to browse through all different trip categories and details, filtering via interests and classifications

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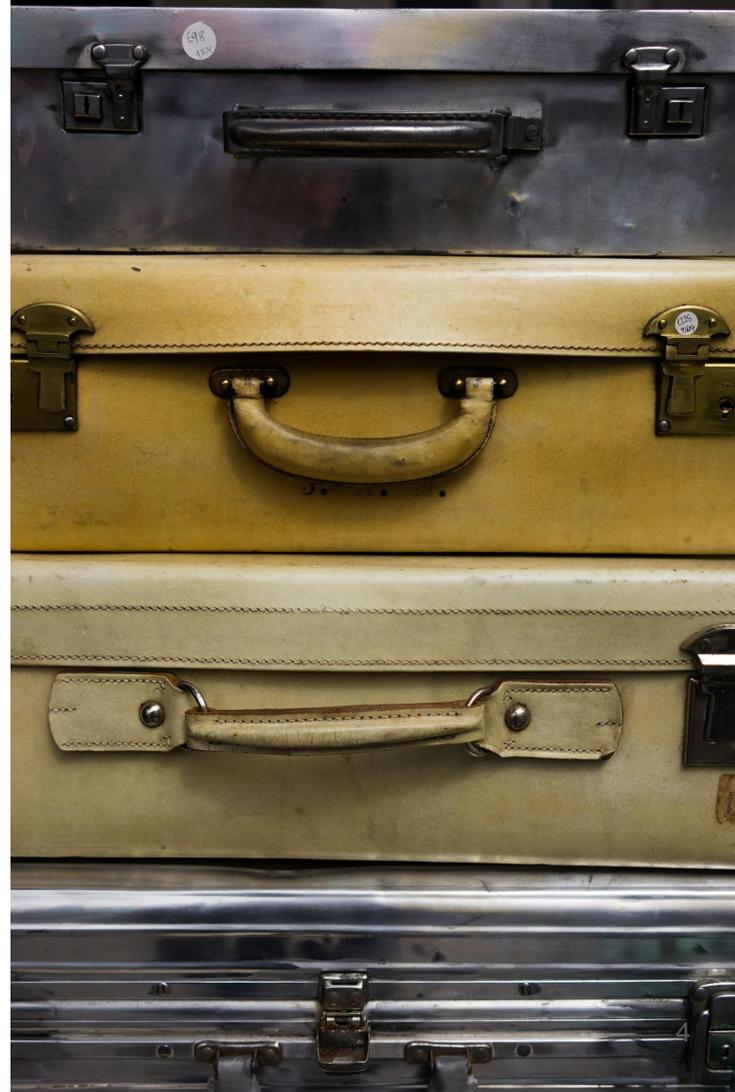
RESEARCH PLANNING

RESEARCH GOALS

- To discover how people make their travel arrangements.

- To discover how people choose their travel destinations

- To uncover a target demographic

- To discover any insights about how people feel about travel in general

- To discover what people consider a pleasurable travel experience

- To discover what people consider a frustrating travel experience

- To discover what we don´t know… the unknowns.

ASSUMPTIONS

- Time travel will be expensive

- Not everyone will think time travel is appropriate

- There may be few repeat customers

QUESTIONS

1. Who should I interview?

2. What interview questions should I ask?

3. How do I approach income sensitive interview questions?

4 How can I drill down to the core value based on participants' answers?

5. How do I make my participants comfortable enough to talk openly and honestly?

6. How do I determine who the indirect or other competitors are?

7. How will I conduct market research on a market that doesn't exist yet?

8. How will I determine whether or not I've met my research goals?

9. Are my research goals measurable?

RESEARCH METHODOLOGIES

1-2 DAYS   1 DAY   2 DAYS

Secondary Research

Literature review, Market research, online research

Competitive Analysis

Identify direct or indirect competitors strengths and weaknesses

User Interviews

Conduct user interviews to develop insights into user needs
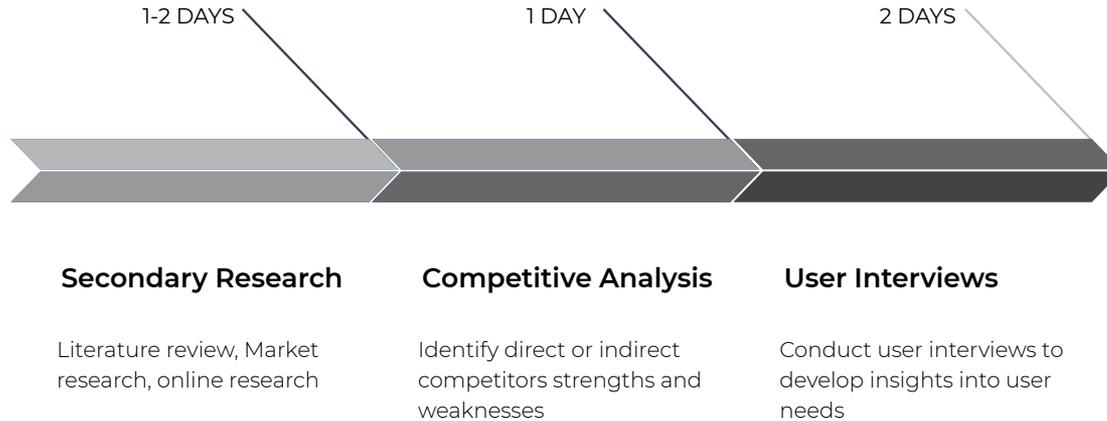
SECONDARY RESEARCH

This year, digital travel sales are expected to reach:

$198 billion

140 million U.S. adults

Will research a trip online. (Source: Social Media Today)

79%

70%

2016   2017
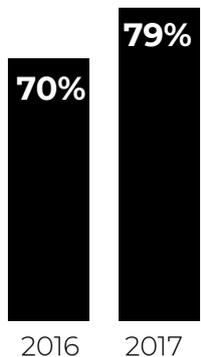
79% of travelers completed a booking after researching on their mobile device in 2017.
Compared to **70%** who did so in 2016. (Google, 2017)

Online tours and attractions gross bookings:
$9B in 2015
$21B in 2020.
(Phocuswright, 2017).

$21B

$9B

2015   2020
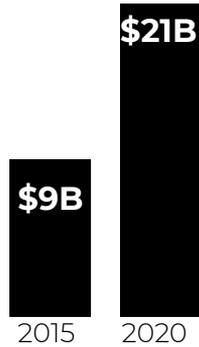
"Voluntourism," is one of the fastest growing trends in travel.
More than **1.6 million volunteer tourists** are spending about **$2 billion each year.**
(NPR, 2014)

Summary:
More people research and book travel online or on mobile apps each year. People want to have better experiences in their travel, rather than just sightseeing.

COMPETITIVE ANALYSIS

INDIRECT COMPETITORS

timelooper™	Virgin GALACT1C	HANDS UP HOLIDAYS Luxury family trips that give back	viator A TripAdvisor® Company	Carnival® EXCURSIONS
STRENGTHS	**STRENGTHS**	**STRENGTHS**	**STRENGTHS**	**STRENGTHS**
Informative website with engaging videos	Very few competitors	Unique experiences offered	Easy search feature	"Captive" audience
Few competitors	Brand recognition (Virgin Group)	Has reviews	Verified reviews	Easy search
100% guarantee		More meaningful travel experience	Related and "nearby" search features	Pre-packaged with everything taken care of from ship to shore
WEAKNESSES	**WEAKNESSES**	**WEAKNESSES**	**WEAKNESSES**	**WEAKNESSES**
Requires headset	Not fully functional yet	More expensive	No accommodation booking	Not all activities available in all areas
Available in only 6 locations	Cost prohibitive to most	"Voluntourism" has a bad connotation to some	No travel booking	Additional costs
		Planning/book process more difficult		Rigid structure may not suit all travlers

USER INTERVIEWS

USER INTERVIEWS

Participants: 4
Male: 2
Female: 2
Ages: 31-43

After interviewing the participants I used an empathy map, storyboard, and a persona to synthesize the data. Some key insights started to emerge.

SYNTHESIZING
THE DATA

I used several tools to synthesize my data. The first tool was an empathy map.

EMPATHY MAP

INSIGHTS

- Participants factor cost into their decisions to book travel

- Participants experienced frustrations in their travels

- Participants had thought about food while traveling

- Participants said traveling with family and friends was preferable

NEEDS

- Customers need to feel like they are getting the best value for their budget

- Customers need to feel confident that their travel plans will go as expected

- Customers need to be able to find basic necessities while traveling

- Customers need to be able to easily add additional travelers to their plans

I created a storyboard to show the context in which a user might need to use the product.

Taking Travel To The Next Level

Listening to his co-workers go on about their recent vacations has given Ben the travel bug...

Ben is overwhelmed by picking the perfect destination.

Ben is bored with traditional travel options.
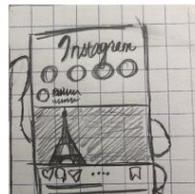
Everyone else went somewhere he's already been.

Zeit...Time travel? No way! Ben is intrigued.
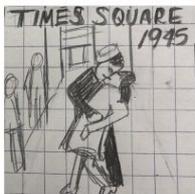
NYC, Times Square, August 14, 1945, the day WWII ended.

Ben easily books a trip on Zeit mobile. He's very excited.

New York City, 1945 Here I come!

Summary of findings

After listening to his co-workers talk about their amazing vacations Ben feels the sudden urge for his own amazing adventure. But where to? He's seen the sights, been to the mountains, big cities, beaches... He is looking for something truly exciting this time. He starts researching online and on his phone. His favorite sites have the same old same old. One day on his lunch break, he stumbles upon Zeit, the time travel tourism website. He can't believe his eyes. THIS is what his amazind adventure is going to be... where to? New York City, circa 1945 the day WWII ends! He wants to feel the atmosphere of Times Square and see the real life version of the famous picture taken there.
A few clicks later, and he's on his way to 1945.

Author: Kim Sawyer Egir // Date: July 7, 2018

PERSONA

DESIGN**LAB**
PERSONA DEVELOPMENT

Creator **Kim Sawyer Egir**
Modified **July 16, 2018**

Jake Sivertsen

"Everything was done on a whim"

AGE	31
OCCUPATION	Marketing Manager
STATUS	Single
LOCATION	Austin, TX
GENDER	Male
ARCHETYPE	Adventurer

MOTIVATIONS

Growth
Social
Achievement
Power
Incentive
Fear

PERSONA BIO

Jake Sivertsen is in his early 30s, single and lives with one roommate. He has a bachelor's degree in marketing and a respectable "day job" but his true passion is travel. He has been to 28 countries and counting. He usually goes solo, but has a couple of trusted buddies that can keep up with him once in awhile.
He isn't afraid of roughing it, or not having any concrete plans. He's basically up for anything. He loves exploring new cultures, trying new food and meeting interesting people.

GOALS

- To compare prices of trips online/mobile
- To book trips online/mobile
- To be able to change plans on the fly

NEEDS

- To feel like he's getting the best value
- To be confident his trip will go as planned
- To be able to find basic nessessities in destination

FRUSTRATIONS / PAINS

- Traveling on someone else's schedule
- Rigid travel plans with no flexibility
- Spending too much

MOTIVATIONS / GAINS

- Exlporing new places
- Meeting new people
- Once in a lifetime adventures

PERSONALITY

Extrovert — Introvert

Sensing — Intuition

Thinking — Feeling

Judging — Perceiving

TECH KNOWLEDGE

IT and Internet

Software

Mobile Apps

Social Networks

BRAND AFFILIATIONS

Jeep   VANS   REI

DESIGN**LAB**
http://trydesignlab.com/

09-09-15
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Inspired by Fake Crow's Provisional Persona
http://fakecrow.com/free-persona-template/

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I also created a persona to tailor the design to a specific (fictional) person's needs.

RESEARCH SUMMARY

The user interviews confirmed what the secondary research taught us about people and their travel habits, specifically that many people are researching and booking their trips exclusively online or on their mobile device. It is crucial for them to have an easy and efficient way to accomplish these tasks. Because cost plays a factor in the research, users need a way to easily sort trips by cost. They also need to have enough information about the trip to feel a certain sense of control about their plans.