TOURIST EXPERIENCE AND SERVICE DESIGN IN TERRITORIAL ORGANIZATIONS.

Exploration of how the territorial organizations can orchestrate owned touch-points to promote and support touristic experience by using literature review, a survey and a competitive analysis of digital & physical touch-points between 20 destinations (cities, regions, countries, etc.).

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December 2018

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#*ABSTRACT*

**TOURIST EXPERIENCE AND SERVICE DESIGN IN
TERRITORIAL ORGANIZATIONS.**

Tourism is a service driven industry and the touristic products are
the combination of several services spread across multiple
touch-points. A touristic experience could begin with the choice of
the desired destination and could end with the sharing of pictures
and journey stories after the trip on social media.
Any roadblock or pain point during this journey can transform sat-
isfaction into dissatisfaction, delight and loyalty into frustration. In
this point, understanding customer's needs, evaluating their expec-
tations and going beyond them is possible only if the service
touch-points are managed and consistent.
For any territorial organization, investigating tourists' motivations,
their experience, perceived values and intentions is crucial to pro-
mote a destination and create value for a specific area.
In this paper, I aim at exploring how the territorial organizations
can orchestrate owned touch-points to promote and support
touristic experience. In order to evaluate several approaches, I am
going to consult literature reviews, arrange survey to collect the
opinions of the travellers, make a competitive analysis of
digital & physical touch-points among 20 destinations (cities,
regions, countries, etc.).

Keywords: Service design, tourism, destination management,
customer journey, customer experience, touch-points evaluation.

#*ABSTRACT*

LA TOURIST EXPERIENCE E IL SERVICE DESIGN NELLE ORGANIZZAZIONI TERRITORIALI.

Quella del turismo è un'industria basata sulla fornitura di servizi. I prodotti del turismo sono infatti una combinazione di servizi differenziati distribuiti attraverso molteplici touch-point. L'esperienza turistica potrebbe iniziare con la scelta della destinazione e potrebbe considerarsi conclusa dopo il viaggio, con la condivisione di foto e storie sui social media.

Qualsiasi ostacolo o punto debole nei servizi incontrato dal turista durante questo viaggio, può trasformare la sua soddisfazione in delusione, la sua gioia e fiducia in frustrazione. Per comprendere i bisogni del cliente, valutare le sue aspettative e riuscire a superarle, è necessario che tutti i touch-point dei servizi con cui si interfaccia siano ben organizzati e consistenti.

Per tutte le organizzazioni territoriali, apprendere le motivazioni dei turisti, la loro esperienza, le intenzioni e le emozioni percepite durante il viaggio è cruciale per promuovere una meta o creare attrazione per un'area specifica.

In questo lavoro, mi dedicherò ad esplorare i modi in cui le organizzazioni territoriali gestiscono i propri touch-point per promuovere e sostenere una determinata esperienza turistica. Per valutare diversi approcci, consulterò libri e articoli di letteratura, creerò un sondaggio per raccogliere parametri di confronto da opinioni delle persone, farò un'analisi competitiva dei touch-point digitali e fisici tra 20 mete e destinazioni (città, regioni, paesi, ecc.).

Parole chiave: Service design, turismo, destination management, customer journey, customer experience, valutazione touch-points.

00. INTRODUCTION

What?, Why?, How?

Why Tourist Experience?

For a person passionate about traveling and curious about ethnography, tourism is an appealing area for making research and designing a service. Besides personal interest, tourism is also one of the most appropriate industry where principles of service and experience design can make the difference.

For both tourist and service provider, each moments and relations can be designed to create memorable and valuable experiences. In addition to the tourist perspective, tourism also has a great impact for territories. Reflecting the cultural values, sharing the soul of the land and being a key driver of socio-economic progress for territories are functions of critical importance in the tourism business. It is a way to promote the territory. In this paper, while investigating tourism industry, service design and experience design relations, I am also aiming to research about territorial perspective of tourism.

RESEARCH QUESTIONS

*How territorial organizations can promote & support
the tourist experience?

*What is the importance of experience and service design
in tourist experience?

*What are the owned touch-points of
a touristic experience?

THESIS OBJECTIVES

#1_ Understanding the approaches of different territorial organiza-
tions to create a touristic experience.

#2_ Understanding the importance of service and experience
design in tourism.

#3_ Understanding the role of owned touch-points of a touristic
experience by exploring 20 different locations.

#4_ Presenting a service design project related to the initial topic.

Thesis Structure

Roadmap / **Methodology**

Literature Review

#Tourism Industry

The tourism industry is known as one of the oldest industries in the world history. With the invention of money by the Sumerians and continuously development of trade about 4000 B.C.E. it can be marked as the beginning of the modern era of travel. The roots of the idea of traveling bring us towards ancient Mesopotamia, Babylon, Phoenicia and ancient Egypt. When we look at the history we will see that Queen Hatshepsut made the first recorded cruise journey in 1480 B.C.E. to the Land of Punt for the purpose of peace (Charles R. Goeldner, 2009).

In England 1822, Robert Smart of Bristol started to call himself as the first steamship agent and he made passengers book steamers for the journey from Bristol Channels ports to Dublin. In 1820s people started to hear about a new working opportunity which was called as individual inclusive travel specialist. Now we all know them as travel agents. The English man Thomas Bennet, who arranged individual scenic tours in Norway for visiting British notables, is known as the pioneer of this new working area. In 1850 he established his own business as a ''trip organizer'' and he provided a ''travel kit'' which includes itineraries, carriages, provisions to individual tourists. He also made advanced arrangements for his clients to accommodate (hotel rooms) and transportation (horses).

Therefore, tourism appears to be the composition of services, activities and industries which regard the travel experience. Beside all these providers and services, the core of the industry is undoubtedly tourists and travel experiences.

According to the writer and researcher Charles R. Goeldner in order to understand a tourist point of view we have to understand their own motivation:

"In order for a destination to provide stimulating, high-quality experiences, it is critical that both policy makers and managers are able to understand tourists' motivation for pleasure travel, as well as the multiple factors that influence their selection of a destination, their mode of travel, and their ultimate choice among the myriad activities that may fulfill their travel needs." (Charles R. Goeldner, 2009).

Tourism industry is incredibly relevant and important. In reference to the UN World Tourism Organization (UNWTO, 2014), "an ever-increasing number of destinations worldwide have opened up to, and invested in tourism, turning tourism into a key driver of socio-economic progress through export revenues, the creation of jobs and enterprises, and infrastructure development". Around 10% of global Gross Domestic Product (direct, indirect and induced impact) and every 1 job in 10 are currently accounted by tourism industry (World Travel Tourism Council, 2018). From 1950 to 2013 the number of international tourists has grown from 25 million to 1087 million and the future expectation for 2030 is 1.8 billion (UNWTO, 2014).

Offering differentiated, unique products and services creates a competitive tourism market. In light of the review of the literature articles reported below, one can recognize that tourism business focuses on how to create and manage quality experience in a tourism service system.

According to researcher and professor Grönroos, customers expect to have experiences and benefits that are provided by services and not just by benefits and goods (Grönroos, 2001). Especially in the most recent tourism literature, the importance of experience is underlined and accepted as a core value from all the industry (Tussyadiah, 2014). Indeed, experience and entertainment economy places emphasis on the importance of creating meaningful and valuable experiences and services (Wolf, 2010) not only for customer satisfaction, but also with the purpose to create a deeper and emotional attachment, which will lead eventually to customer loyalty (Leonard & Rayport, 1997) (McDonagh, 2006) .

The common topic of the articles mentioned above is the importance of creating experiences. Hence, what is creation of experience as a content? According to the authors Jon Sundbo and Per Darmer, "An experience can consist of a product, for example a theatre play. An experience can also be a supplement to the product, such as a dinner at a certain restaurant, or the experience can be the whole package, making the experience not just a product, but a mental process, a state of mind, for instance an evening out combining dining and seeing a play. The main point here is that experiences are always more than just the product" (Sundbo & Darmer, 2008).

According to Pine and Gilmore, businesses are indigenizing experiences as a source of differentiation and competitive advantage. However, wrapping traditional offerings in an experience is not easy. They state: *"To realize the full benefit of staging experiences...businesses must deliberately design engaging experiences that command a fee.... An experience occurs when a company intentionally uses services as the stage, and goods as props, to engage individual customers in a way that creates a memorable event"* (Pine & Gilmore, 1998).

Experience is the interaction between individuals and 'stage' which is personal, emotional and unique. In the book "Experience Economy", Pine and Gilmore mention 5 key experience design principles to guide the companies.

> 1st_ Theme the experience
>
> 2nd_ Harmonize impressions with positive cues
>
> 3rd_ Eliminate negative cues
>
> 4th_ Mix in memorabilia
>
> 5th_ Engage all five senses

According to Pine and Gilmore, firstly envisioning well defined, concise and compelling theme is important to attract 'guest' toward a cohesive story line. The second principle is to harmonize impressions with positive cues. Impressions are the inference of the experience. They carry out the them. To create desired impressions, the authors advises that the companies must formulate an experience with clear and positive cues which are coherent with the theme. The third principle is to eliminate negative cues. Eliminating or transforming the negative cues to positive ones can cause better customer experience.

Fourthly, to make a memorable moment or to create condense relation with an event or with a goods, people want to keep a piece from them. They purchase such memorabilia as a physical reminder of an experience and they pay a premium on these memorabilia in order to remember a positive experience such as a concert, sporting event or vacation. If a service experience is engaging enough, customers will want to buy memorabilia to remember it and extend the experience. Additionally and finally Pine and Gilmore mention about engaging all senses to the creation of experience. To create multi sensorial experiences, triggering the memories with the help of senses is the way to design holistic and memorable services.

#Service Design

In a popular case study some researchers asked thousands of patients which were the factors that made satisfying (or not) their hospital stay. An expected and reasonable answer would likely involve the success of healing, which is also a key value proposition for the hospital itself. In fact, this should be the primary reason for hospitalization. Surprisingly, in this case study "success of healing" was not in the top 15 answers of patients. Conversely, their expectations were different and their answers were all related to other factors such as pleasant hospital environment, polite and emphatic nursing staff and information flow. From the patients' point of view, healing was something already given and natively included in the hospital service. This case study summarizes that "*As customers it seems that we are less influenced by the core offering than by the layers of experience around it and service design is the way to make organiz*ations

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understand better what their customers value, and use their knowl-
edge of customers to systematically make that experience better"
(Stickdorn, 2018).

In literature there are plenty other definitions of service design, for instance the Copenhagen Institute of Interaction Design (2008) explains it as an emerging field focused on the creation of well thought through experiences using a combination of intangible and tangible mediums which provide numerous benefits to the end user experience.
Another explanation comes from the designers and authors of the book "This is Service Design Doing" (Stickdorn, 2018) who question service design as a mixture of: mindset, process, toolset, cross disciplinary language and management approach.

Service design as a mindset
"Mindset is a collection of attitudes that determine our responses to various situations". In light of this explanation service design can be considered as a mindset of an entire organization or of a group of people. A group with a service design mindset will firstly:

> *- care about the user*
>
> *- consider the products as reflection/tools of a service relationship*
>
> *- do research to collect knowledge*
>
> *- reject endless discussions and clarify the atmosphere with prototype*
>
> *- do not consider a project finished until it is implemented.*

Service design as a process

"Design is a verb, so service design is often described as a process". In this process, designers try to find innovative solutions which are driven by design mindset with continuous cycles of research and development. Each learning iteration gives birth to a new iteration process and research. During the process, iteration will slow down but never end.

Service design as a toolset

During the service design process to implement service design mindset, designers have to create common language. While working with different industries, designers work with people who has different backgrounds. Sometimes to do research, to collect information, sometimes to test or to represent the final service designers benefit service design tools.

Service design as a cross disciplinary language

"Service design is almost dogmatically co-creative". It connects people from different backgrounds, bringing them together around simple tools that they all find meaningful and useful. It is the power acting as a glue among different disciplines.

Service design as a management approach

If an organization manages to embed sustainably service design in its own structure and functions, then a new world of possibilities would show up. Indeed, it could be used as a management approach to either create innovation in already existing company values or bring radical innovation with new services, physical and digital products and even businesses.

Zehrer, Stickdorn, Strnad and Miettinen think of service design as an emerging discipline in tourism (Stickdorn & Zehrer, 2009). But what is the role of service design in the tourism industry? Tourism practitioners highlight the understanding customer motivation as the key to be successful in tourism industry, underlining that the psychology of tourism is considered crucial since ancient times. In fact, customer motivation, decision making, product satisfaction, pleasure in the vacation environment, and interaction with the local inhabitants are often subjects of several studies aiming at unfolding travel motivation and the psychology behind it. Maslow's hierarchy of needs provides insights into potential ways in which a trip may satisfy disparate needs. The American psychologist proposed a pyramid-shape classification system which reflected the universal needs of society as its base and then proceeding to more acquired emotions towards the top (Figure 1) (Maslow, 1943).
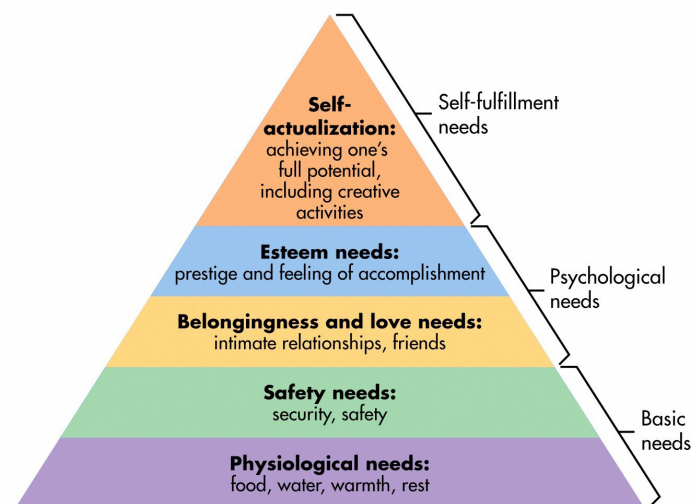
Figure 1. Maslow's hierarchy of needs, represented as a pyramid with the more basic needs at the bottom.

Beside Zehrer and Stickdorn, also Wahab and Cooper questioned the relationship between Maslow's need theory and the globalization of tourism demand (Wahab & Cooper, 2001). According to them, travel literature points out the coherency between Maslow's hierarchy of needs model and travel motivations. In the original list of needs found by Maslow, they also include the "to know and understand" and the "aesthetics" factors in order to explain new travel motivations, which might explain the success of culture tourism and thematic tourism.

When we create empathy with tourists, we can understand the holidays have a big value to them. In their routine, they have a limited time to live the travel experience, and this short period is invested (mentally and economically) long before that the actual service is consumed. Consequently, the tourism services are always a matter of trust (Stickdorn & Zehrer, 2009). In the light of this knowledge, one may question: how do tourists trust the service and create beforehand positive expectations about travel experience? Literature answers that they are able to confront to multiple touch-points perceived prior, during and after the holidays which are matching or even exceeding of customers' expectations. Social media accounts, web sites, blogs, agencies are just some of all the touch-points that tourists can encounter before having the final decision to leave. Thus, travel experience starts directly with the decision of having a holiday. In this process "any roadblock or pain point during this journey can transform satisfaction into dissatisfaction, delight and loyalty into frustration" (Zehrer, 2009).

In tourism destinations, a holistic analysis of all the touch-points between customers and service providers gains importance. In order to do a comprehensive touch-points analysis, pre-service, during-service and post-service periods must be considered. Moreover, throughout the customer journey the tourist can face both direct touch-points (between customers and service providers) and indirect touch-points (such as review websites).

In tourism industry, the customer journey begins mostly from these indirect touch-points which initially attract the attention of tourists for a certain destination (e.g. tourism review websites, tourist guide books, travelogues or mouth-to-mouth) (Stickdorn & Zehrer, 2009). In the pre-service period, touch-points evoke certain expectations about a specific service product. All the marketing communications, word of mouth or previous customers' evaluations on web platforms can be an example of them.

During the service period, the service product is experienced by the customers with all their senses. At the same time, customers start subconsciously to compare the service with their expectations. When the service matches or even exceeds the customers' expectations, then we can talk about customer satisfaction. When the expectations do not match with service products, all service can cause dissatisfaction on the customers (Stickdorn & Zehrer, 2009).

During the post-service period, tourist guide books, travelogues, tourism review websites and word of mouth, which are all "tools" used in the pre-service period to collect information about certain products, can be also used to publicly disseminate information,

experiences and opinions, which will eventually influence other customers in their pre-service period. Zehrer and Stickdorn claim that "the customer journey as a bottom-up approach illustrates the service process from a customer perspective, rather than a top-down service process conceptualization". As a consequence, customers discern which touch-points are notable and which ones instead they ignore or overlook.

In order to collect customer insights of this user-cantered approach, there are various service design tools available, such as shadowing, mapping, interviews, user journals, or observation techniques.

#Territorial Organizations in Tourist Experience

Until the 1960 the traditional model of mass tourism was the dominant standard of production in tourism business. In that context, service products were standardized and dominated by the producers. However, this industry observed considerable shifts in consumer preferences from mass production and consuming system to economic production and consuming system. This was the moment for the tourism industry when it became necessary to listen to travelers' voice and taste and to work on niche markets (Apostolopoulos & Sönmez, 2000). In consideration of this, we can start to observe a transition both in literature and in tourism business. As Binkhorst and Den Dekker maintained, tourism is the biggest producer of experiences (Blinkhorst & Dekker, 2009). Furthermore, in tourism research and business, there is an intention to call tourism itself as an "experience production service system" (Sundbo & Hagedorn-Rasmussen, 2008).

Tourism is a service driven industry: touristic products are the combination of several services spread across multiple touch-points and the experience could start with the choice of a specific destination and could end with the sharing of pictures and stories on social media after the trip. Roadblocks or issues faced by tourist during his travel journey can cause disappointment and frustration, leading to a negative overall experience about the chosen destination. Therefore, the presence of reliable and well-designed service touch-points allows to understand customer's needs and satisfy their expectations. Tourism business has to offer differentiated and unique services to create memorable and meaningful experiences for the customer. This can be considered as a crucial feature to survive in the tourism business in a competitive market (Pine & Gilmore, 1998). Lorenzini explains the way a touristic experience must differentiate from others with the creations of territorial brands that are the expression of cultural, historical, natural, social values of the community which they represent (Lorenzini, et al., 2011). Territorial brands can be described as emotional and iconic symbols which reflect the authenticity and the uniqueness of the region, country or city they represent. They are differentiated on the basis of rural traditions, material and immaterial culture of the territory.
For the territorial development, quality is the fundamental diversifying trait of a branded destination. In addition, sustainability and good reputation are the key points for territorial development. (Lorenzini, et al., 2011).

Tourism in a particular destination is significantly influenced by people who live temporarily or permanently in that touristic area. In fact, these individuals allow the existence of a local identity and of the cultural patterns of behavior and communication. Moreover, these destination communities, made of both residents and visitors, have the power to adapt and modify tourism, in a way which cannot be separated from culture. This double-sided condensed relationship creates the meaning and the soul of the destination itself (Ringer, 2003).

In order to discover new meanings or decode existing ones, ancient and modern populations used to shape geographies (spaces, landscapes, regions, environments). Human geographies have been under continuous invention and transformation affecting subsequently peoples' cultures (Anderson & Gale, 1992). As Hunter explains the social processes of cultural construction are inherently geographic in nature (Hunter, 1995).

There are obvious consequences for sustainable tourism planning, management and sustainability of the destination itself. For these reasons, Ringer advises to the geographers and tourism researchers to be sensitive because the social groups who experience, interpret and articulate the values and meaning of destinations, come from different historical background, physiographic regimes and multiple other different realities (Ringer, 2003).

INTERVIEW

In addition to literature review, which helped to explore how territorial organizations manage touch-points to promote and support touristic experience, I set up interviews with 15 people to collect their travel stories and analyzed their answers to identify common steps of their journey habits. These common steps are used as macro steps for competitive analysis of territorial brands.
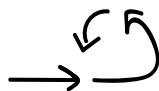
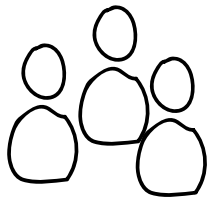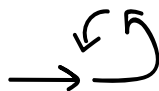Define target group

Do interviews

Analize data / Cluster outputs

Define common steps from their travel stories

Use common steps from interviews as input for competitive destination analysis

Target Group

I organized interviews with 15 people who are between 22 and 35 years old, motivated about traveling and used to travel at least three times per year. The people who I interviewed were designers, doctors, Ph.D. students, consultants, and engineers.

Define target group

Do interviews

Analize data / Cluster outputs

Define common steps from their travel stories

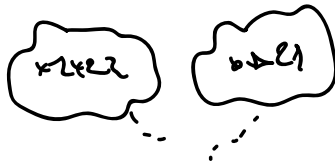Use common steps from interviews as input for competitive destination analysis.

Interview Idea

For the interview part, I divided my questions mainly in 3 parts such as, **before** travelling, **during** travelling and **after** travelling. The participants already knew about the interview topic. The idea behind the interview was collecting their travel stories, understanding which kind of touch-points they communicate with in their travel experience and for which aims they benefit from these touch-points.
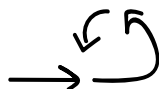
Define target group

Do interviews

Analize datas / Cluster outputs

Define common steps from their travel stories

Use common steps from interviews as input for competitive destination analysis.

Interview Questions

Travel Experience Interview

Name Surname:_____

Age:_____   Job:_____

1. How often do you travel per year?

2.Before planning a trip which information are you looking for (accommodation, transportation, what to eat, culture, what to visit, etc.)?

2.1. Do you usually plan your journeys by yourself or with a travel agency?

2.2. How do you collect information before your trip?

2.3. Which kind of websites do you visit to plan a trip? (at least 3)

2.4. Which mobile applications do you use to plan a trip? (at least 3)

2.5. Do you benefit from social media for your trip? Which ones? For which aims? (at least 3)

3.During a trip which information are you looking for (transportation, what to eat, what to visit, shopping, etc.)?

3.1. Where do you collect information during your trip?

3.2. Which websites do you visit? (at least 3)

3.3. Which mobile applications do you use to plan a trip? (at least 3)

3.4. Do you benefit from social media during your trip? Which ones? For which aims? (at least 3)

3.5. Do you get information from info point of the airport or the Tourism Office of the city?

4. Do you have after a trip routine?

4.1. Do you generally share your experiences after a trip?

4.2. How do you share them?

4.3. Do you use any web pages to share them with the audience? (at least 3)

4.4. Which mobile applications do you use to share your experience? (at least 3)

4.5. Do you benefit from social media after your trip? Which ones? For which aims? (at least 3)

**5. How Do you describe your best-planned trip? (Could be the one you did or the one that you imagine to do)**

Data Analysis, Clustering

	Before Trip	During Trip	After Trip	
Which information are you looking for?	ACCOMODATION FOOD /CUISINE TRANSPORTATION AREAS TO VISIT CULTURE	FOOD /COUSINE TRANSPORTATION AREAS TO VISIT	**What is your after trip routine?** LOOKING FOR NEW DESTINATIONS SHARING EXPERIENCES	
How do you collect informations?	FRIENDS SOCIAL MEDIA WEB	LOCALS INFO OFFICES FRIENDS WEB	**How do you share them?** FACE TO FACE POSTING PHOTOS ON SOCIAL MEDIA MAKING COMMENTS ON SOCIAL MEDIA	
Which kind of web-sites do you visit to plan a tirp?	TRAVEL BLOGS AIRLINES / TRAIN WEB PAGES ACCOMODATION SITES	TRAVEL BLOGS LOCAL WEB PAGE OF CITY/AREA	**Which kind of web-sites do you use to share your experiences?** NOTHING SPECIAL, MAINLY ON SOCIAL MEDIA	

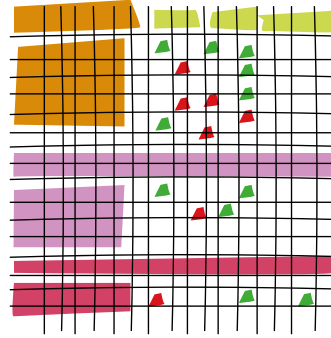|	Before Trip	During Trip	After Trip
Which applications do you use to plan a trip?	BOOKING AIR BNB SKYSCANNER TRIP ADVISER INSTAGRAM (GEO TAGS) YOUTUBE	TripAdvisor FORSQUARE LOCAL APP. OF CITY/ AREA GOOGLE MAPS INSTAGRAM (GEO TAGS)	INSTAGRAM FACEBOOK SWARM
Which social media which accounts are you consulting and which accounts do you research?	YOUTUBE / Travel accounts Searching about the destinations INSTAGRAM / Travel accounts Geo Tags Offical account of destination	INSTAGRAM / Travel accounts Geo Tags Offical account of destination FACEBOOK / Official page of destination to follow events	INSTAGRAM / to post photos, videos FACEBOOK to post photos, videos
		Do you get information from info point of the airport or the Tourism Office of the city? YES %60 "To ask quick easy things like "info for at that moment..city map and stg that I am not clear about.." NO %40 "They are invisible, never recognise them"	
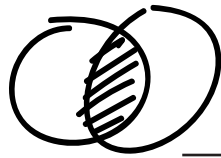
Common Steps From Travel Stories

www. **viaggiareinpuglia**.it **x** *20 other local destinations*

Before Trip / research planning	ONLINE	APP.	SOCIAL MEDIA	TOURIST INFO CENTER	
Info about culture					
Areas to visit					
Cousine/ Food					
Accomodation					
Transportation					
During Trip					
Areas to visit					
Local transportation					
Restaurant reservations					
Learning tips from locals					
After Trip					
Sharing Experiences					

Competitive Analysis
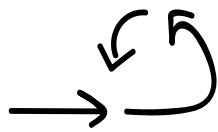
After analyzing 15 travellers' travelling routine, I defined their common interests. I used these common interests as sub-parameters for competitive analysis.

My exploration is mainly divided by " BEFORE, DURING and AFTER travel and I explored 20 different territorial organizations' touch-points, according to these sub-parameters.

Each territorial organization has its own schema to be explored according to physical and digital touch-points. To explore how they answer the user needs, In the digital touch-points part, *online platform, application, and social media,* in the physical touch-point part *the tourist information center* is analysing.

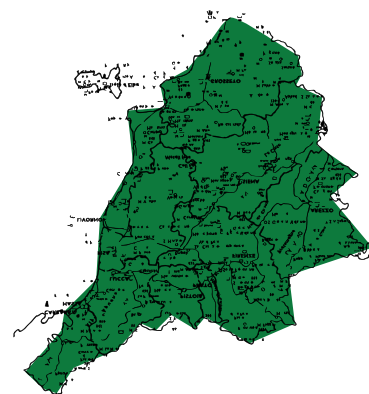Filled circles: Yes ●
Empty circles: No ○

viaggiareinPUGLIA.it

Before Trip research planning	online	app	social media	tourist info. center
Info about culture	●	●	●	●
Areas to visit	●	●	●	●
Cuisine/ Food	●	●	●	○
Accomodation	●	●	●	○
Transportation (flight+local)	●	●	○	○
During Trip				
Areas to visit	●	●	●	●
Local transportation	○	○	○	○
Restaurant reservations	●	●	○	○
Learning tips from locals	○	○	○	○
After Trip				
Sharing Experiences	○	○	●	○

Notes

#By using the official web page and application you can do your daily /weekly travel plan. You will define routes/ destinations and you will choose events to join.

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visitTUSCANY.com

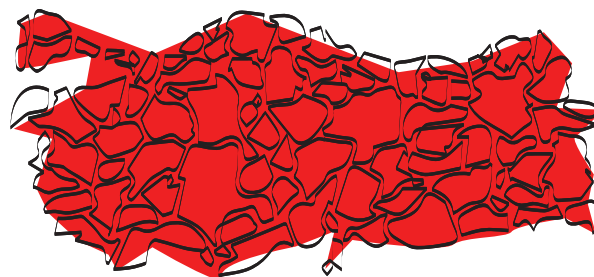| Before Trip research planning	online	app	social media	tourist info. center
Info about culture	●	○	●	○
Areas to visit	●	○	●	○
Cuisine/ Food	●	○	●	○
Accomodation	●	○	●	○
Transportation	●	○	○	○
During Trip				
Areas to visit	●	○	●	○
Local transportation	●	○	○	○
Restaurant reservations	○	○	○	○
Learning tips from locals	○	○	○	○
After Trip				
Sharing Experiences	○	○	●	○

Notes

#There is no official application.

#On web-page there is "Tell me a Story" part to discover all the stories about destinations.

homeTURKEY.com

Before Trip — research planning	online	app	social media	tourist info. center
Info about culture	●	○	●	○
Areas to visit	●	○	●	○
Cuisine/ Food	●	○	●	○
Accomodation	○	○	●	○
Transportation (flight+local)	○	○	○	○
During Trip				
Areas to visit	●	○	●	○
Local transportation	○	○	○	○
Restaurant reservations	○	○	○	○
Learning tips from locals	○	○	○	○
After Trip				
Sharing Experiences	○	○	●	○

Notes*

Besides the official web-page has wide information, it is also designed as a blog. As a communication storytelling is quite dominant.
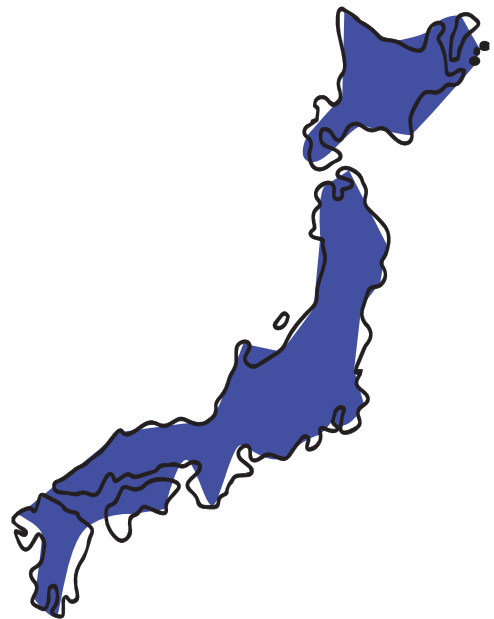
visitGREECE.gr

Before Trip — research planning	online	app	social media	tourist info. center
Info about culture	●	○	●	●
Areas to visit	●	○	●	●
Cuisine/ Food	●	○	●	●
Accomodation	○	○	●	○
Transportation	●	○	○	●
During Trip				
Areas to visit	●	○	●	●
Local transportation	●	○	○	●
Restaurant reservations	○	○	○	○
Learning tips from locals	○	○	○	○
After Trip				
Sharing Experiences	○	○	●	○

GREECE

visitLONDON.com

Before Trip — research planning	online	app	social media	tourist info. center
Info about culture	●	●	●	●
Areas to visit	●	●	●	●
Cuisine/ Food	●	●	●	○
Accomodation	●	○	●	○
Transportation (flight+local)	●	●	○	●
During Trip				
Areas to visit	●	●	●	●
Local transportation	●	●	○	●
Restaurant reservations	●	●	○	○
Learning tips from locals	●	○	○	○
After Trip				
Sharing Experiences	●	○	●	○

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us.jnto.go.jp

Before Trip — research planning	online	app	social media	tourist info. center
Info about culture	●	●	●	●
Areas to visit	●	●	●	●
Cuisine/ Food	●	●	●	○
Accomodation	●	●	●	○
Transportation	●	●	○	●
During Trip				
Areas to visit	●	●	●	●
Local transportation	●	●	○	●
Restaurant reservations	○	○	○	○
Learning tips from locals	○	○	●	○
After Trip				
Sharing Experiences	○	○	●	○

turismoMILANO.it

Before Trip research planning	online	app	social media	tourist info. center
Info about culture	●	●	●	●
Areas to visit	●	●	●	●
Cuisine/ Food	●	●	●	○
Accomodation	○	○	●	○
Transportation (flight+local)	●	●	●	●
During Trip				
Areas to visit	●	●	●	●
Local transportation	●	●	●	●
Restaurant reservations	○	○	○	○
Learning tips from locals	○	○	●	○
After Trip				
Sharing Experiences	○	○	●	○

IloveNY.com

Before Trip research planning	online	app	social media	tourist info. center
Info about culture	●	●	●	●
Areas to visit	●	●	●	●
Cuisine/ Food	●	●	●	○
Accomodation	●	●	●	○
Transportation	●	●	●	●
During Trip				
Areas to visit	●	●	●	●
Local transportation	●	●	●	●
Restaurant reservations	●	●	●	○
Learning tips from locals	○	○	○	○
After Trip				
Sharing Experiences	○	○	●	○

mySWITZERLAND.

Before Trip research planning	online	app	social media	tourist info. center
Info about culture	●	●	●	○
Areas to visit	●	●	●	○
Cuisine/ Food	●	●	●	○
Accomodation	●	●	●	○
Transportation (flight+local)	●	●	●	○
During Trip				
Areas to visit	●	●	●	○
Local transportation	●	●	●	○
Restaurant reservations	●	●	●	○
Learning tips from locals	○	○	●	○
After Trip				
Sharing Experiences	○	○	●	○

iAMSTERDAM.com

Before Trip research planning	online	app	social media	tourist info. center
Info about culture	●	●	●	●
Areas to visit	●	●	●	●
Cuisine/ Food	●	●	●	○
Accomodation	●	●	●	○
Transportation	●	●	●	●
During Trip				
Areas to visit	●	●	●	●
Local transportation	●	●	●	●
Restaurant reservations	●	●	●	○
Learning tips from locals	●	●	○	○
After Trip				
Sharing Experiences	○	○	●	○

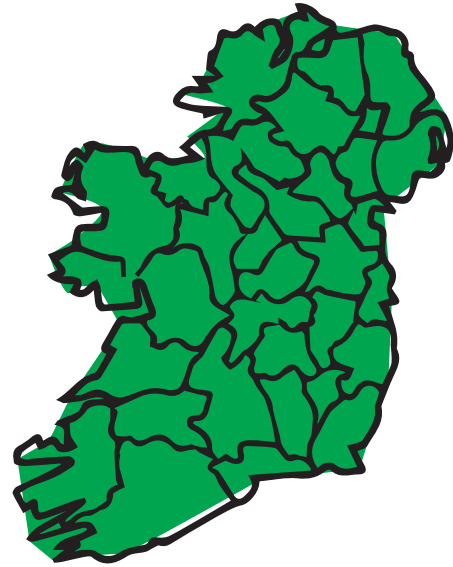| Before Trip research planning	online	app	social media	tourist info. center
Info about culture	●	●	●	●
Areas to visit	●	●	●	●
Cuisine/ Food	●	●	●	○
Accomodation	●	●	●	○
Transportation (flight+local)	●	●	●	●
During Trip				
Areas to visit	●	●	●	●
Local transportation	●	●	●	●
Restaurant reservations	●	●	○	○
Learning tips from locals	○	○	○	○
After Trip				
Sharing Experiences	●	○	●	○

*Notes

In the official web page there is the travel diaries section. As a traveller, you will upload your travel diary to share with other travellers.

www.visitMOROCCO.com

Before Trip research planning	online	app	social media	tourist info. center
Info about culture	●	○	●	○
Areas to visit	●	○	●	○
Cuisine/ Food	●	○	●	○
Accomodation	●	○	●	○
Transportation	●	○	●	○
During Trip				
Areas to visit	●	○	●	○
Local transportation	○	○	●	○
Restaurant reservations	○	○	○	○
Learning tips from locals	○	○	○	○
After Trip				
Sharing Experiences	○	○	●	○

Tangier
Rabat Fes
Casablanca
★ Marrakech

www.IRELAND.com

Before Trip — research planning

	online	app	social media	tourist info. center
Info about culture	●	○	●	○
Areas to visit	●	○	●	○
Cuisine/ Food	●	○	●	○
Accomodation	●	○	●	○
Transportation (flight+local)	●	○	●	○

During Trip

	online	app	social media	tourist info. center
Areas to visit	●	○	●	○
Local transportation	●	○	●	○
Restaurant reservations	○	○	●	○
Learning tips from locals	○	○	○	○

After Trip

	online	app	social media	tourist info. center
Sharing Experiences	○	○	●	○

www.COLOMBIA.travel

Before Trip — research planning

	online	app	social media	tourist info. center
Info about culture	●	○	●	○
Areas to visit	●	○	●	○
Cuisine/ Food	●	○	●	○
Accomodation	●	○	●	○
Transportation	●	○	●	○

During Trip

	online	app	social media	tourist info. center
Areas to visit	●	○	●	○
Local transportation	●	○	●	○
Restaurant reservations	●	○	○	○
Learning tips from locals	○	○	○	○

After Trip

	online	app	social media	tourist info. center
Sharing Experiences	○	○	●	○

new.goisrael.com

Before Trip research planning	online	app	social media	tourist info. center
Info about culture	●	●	●	○
Areas to visit	●	●	●	○
Cusine/ Food	●	●	●	○
Accomodation	○	●	●	○
Transportation (flight+local)	●	●	●	○
During Trip				
Areas to visit	●	●	●	○
Local transportation	●	●	●	○
Restaurant reservations	○	●	○	○
Learning tips from locals	○	○	○	○
After Trip				
Sharing Experiences	○	○	●	○

*Notes

Instead of physical tourist information center, there is a Virtual Tourist Office in Israel.
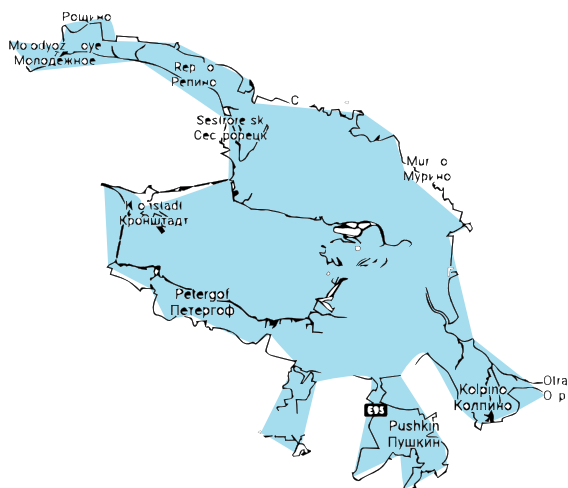
www.INDONESIA.travel

Before Trip research planning	online	app	social media	tourist info. center
Info about culture	●	○	●	○
Areas to visit	●	○	●	○
Cusine/ Food	●	○	●	○
Accomodation	●	○	●	○
Transportation	●	○	●	○
During Trip				
Areas to visit	●	○	●	○
Local transportation	●	○	●	○
Restaurant reservations	●	○	○	○
Learning tips from locals	○	○	○	○
After Trip				
Sharing Experiences	○	○	●	○

*Notes

In website, there are selling special tour packages.

www.visit-PETERSBURG.ru

Before Trip research planning	online	app	social media	tourist info. center
Info about culture	●	●	●	●
Areas to visit	●	●	●	●
Cusine/ Food	●	●	●	○
Accomodation	●	●	●	○
Transportation (flight+local)	●	●	●	●
During Trip				
Areas to visit	●	●	●	●
Local transportation	●	●	●	●
Restaurant reservations	●	○	○	○
Learning tips from locals	○	○	○	○
After Trip				
Sharing Experiences	○	○	●	○

www.inspiredbyICELAND.com

Before Trip research planning	online	app	social media	tourist info. center
Info about culture	●	○	●	●
Areas to visit	●	○	●	●
Cusine/ Food	●	○	●	○
Accomodation	●	○	●	○
Transportation	●	○	●	●
During Trip				
Areas to visit	●	○	●	●
Local transportation	●	○	●	●
Restaurant reservations	●	○	○	○
Learning tips from locals	○	○	○	○
After Trip				
Sharing Experiences	○	○	●	○

https://us.FRANCE.fr

Before Trip — research planning

	online	app	social media	tourist info. center
Info about culture	●	●	●	○
Areas to visit	●	●	●	○
Cusine/ Food	●	●	●	○
Accomodation	●	○	●	○
Transportation (flight+local)	●	●	●	○

During Trip

	online	app	social media	tourist info. center
Areas to visit	●	●	●	○
Local transportation	○	●	●	○
Restaurant reservations	○	○	○	○
Learning tips from locals	○	○	○	○

After Trip

	online	app	social media	tourist info. center
Sharing Experiences	○	○	●	○

www.GERMANY.travel

Before Trip — research planning

	online	app.	social media	tourist info. center
Info about culture	●	●	●	○
Areas to visit	●	●	●	○
Cusine/ Food	●	●	●	○
Accomodation	○	●	●	○
Transportation	●	●	●	○

During Trip

	online	app.	social media	tourist info. center
Areas to visit	●	●	●	○
Local transportation	●	●	●	○
Restaurant reservations	●	●	○	○
Learning tips from locals	○	○	○	○

After Trip

|	online	app.	social media	tourist info. center
Sharing Experiences	○	○	●	○

Insights and Findings

In this part, I am collecting interesting quotes from literature review and interviews. After that, I am defining group themes and collecting them under # **group** title to see the patterns. These patterns are the way to reach insights to benefit during project part.

Define Interesting Quotes

Cluster / Group theme under #title
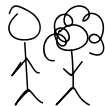
Create Persona

Define Patterns

Insights

From Quotes to # Themes

#*Learn from locals*

*"I always try to **talk with locals** to learn where to go, what to do... They give really helpful tricks about the city."* **Designer, 30**

*"Before the trip, I read blogs but firstly I try to find some **locals** from social media to learn more."* **Designer, 30**

Discover "the real" city.

*"I am not interested in popular places. I want to feel the **soul of the city** with every aspect."* **Ph.D. Student, 29**

*"I **don't like to be a tourist or a stranger in a city**. I like to catch the locals' rhythm."* **Fashion Designer, 26**

#*Social media is a fast and updated to get info.*

*"I even did not know cities have tourism pages! I find everything from **social media**. I am more used to check from there."* **Medicine Student, 22**

*From **social media** I see everything clearly. In instagram geo tag section I can check the destination from different point of views.. There is no surprise in the end."* **PHD Student, 29**

*"I research cities web pages but **social media is must have** to do double check!!!"* **Federico Iannuzzi* 25, Consultant**

"Social media is always more updated instead of web pages. For hotel or restaurants I always research on applications and social media" **Damla Tanrıverdi* 26, Designer**

#*Comments clear the air.*

*" From app. to social media and to web pages I read all **comments."*** **Psychologist, 25**

*"To trust and get decision, **comments** are really important for me."* **Musician/ Designer, 35**

40

From Quotes to # Themes

#*Music tells the stories, breaks the ice.*

"Before travel I **listen traditional music**. *Music welcomes you to the culture"* **PHD Student / Computer Science, 32**

"If I really get **inspired about the city** *at least 1 week I listen the music from there to keep my memories fresh."* **Musician/ Designer, 35**

#*Collect and share memories with photo diaries.*

" I do **photo diary from my travel experiences**.. *Also instagram is good for it."* **Medical Engineer, 25**

"In iPhone **photos are already pinned to map with the dates**. *For me it is great to check them."* **Designer, 30**

"After trip I always **put in order my travel photos**. *Sometimes I also print them. Really love to keep them."* **Consultant, 27**

*" I like to* **read and share travel experiences***."* **Designer, 30**

#*Guide from history.*

"I wish I could listen the history from important historical characters" **Designer, 26**

"I always read books about where I am planning to visit. Both historical and popular ones to understand past to the future" **Designer, 30**

"If I am with a tour guide I prefer the best ones to introduce me really detailed info. Not the wikipedia informations" **Doctor, 31**

"I like the audio guides because I will listen again and again and information are detailed" **Psychologist, 25**
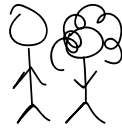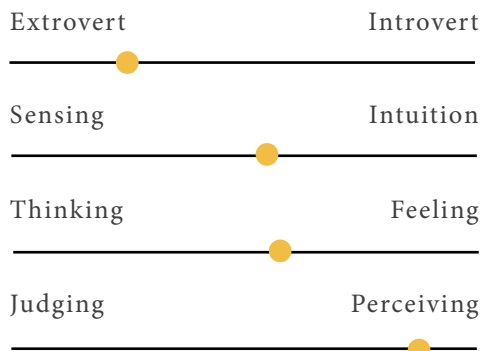
EGE TRAVELLER

27
Designer
Explorer
Istanbul-Berlin

quote

"Being on the way is better
than to reaching it"

Growth
Innovation
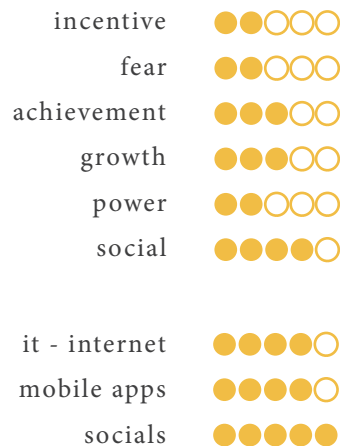Curiosity
Reading
Exploration
Planning

USER NEEDS

Adventures
Positive environment
Expressing herself
Exploration

FRUSTRATIONS

Tunnel vision
Manipulative environments
Wasting Time
Negative approaches

BIOGRAPHY

I'm from Turkey. I studied product design. Then I moved to Berlin to have a master in brand design. After graduation, I started to work at a design studio in Berlin. I am in love to travel with friends. I always feel alive and motivated after the trips. Travelling is a way of feeding my soul and creativity.

incentive	●●○○○○
fear	●●●○○○
achievement	●●●○○
growth	●●●○○
power	●●○○○○
social	●●●●○
it - internet	●●●●○
mobile apps	●●●●○
socials	●●●●●

Extrovert ———●————— Introvert

Sensing ————●——— Intuition

Thinking ————●—— Feeling

Judging —————●— Perceiving

MARCO RESEARCHER

31
Consultant
Questioner
Lecce

quote

"With determination, clarity
and enthusiasm..."

Sharing
Relaxing
Communication
Questioning
Science
Art

USER NEEDS

Sharing
Analysing
Meeting with new people
Investigation

FRUSTRATIONS

Misunderstanding
Negative Ideas
Unclear Situations
Disappointment

BIOGRAPHY

I am from Lecce and I live in Milano. I studied Medical Engineering in Politecnico, after graduation, I worked in a digital consultancy company. I am working with experienced designers to create better digital experiences. I love to read about art and science.

Extrovert — Introvert
Sensing — Intuition
Thinking — Feeling
Judging — Perceiving

incentive ●●○○○
fear ●○○○○
achievement ●●●●○
growth ●●●●○
power ●●●●○
social ●●●●○

it - internet ●●●●●
mobile apps ●●●●●
socials ●●●●○
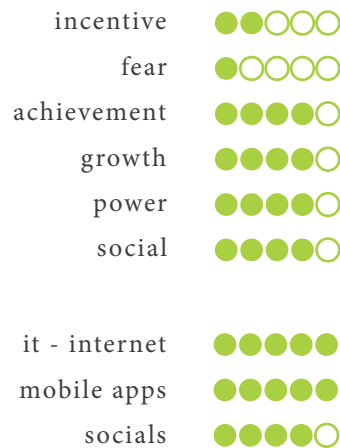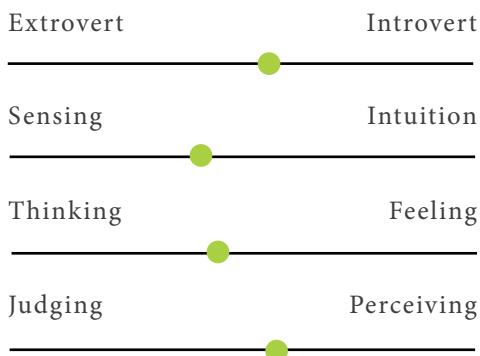
Insights

#1 *Learn from locals*

Local people are the real source to get information about the city and the culture. They will widen your perspective about the destination. Their words can count as advice from real life and real experiences. Information is more updated and honest with positive and negative sides.

#2 *Discover "the real" city.*

There are intentions both not to act like a stranger in a new visited city and to explore particular (not popular) areas to know more about the culture. Going outside the mainstream routes and discovering culture with each aspect were underlined needs.

#3 *Social media are fast and updated to get info.*

Besides all the physical and digital touch-points social media have critical importance. In the sense of information, sometimes we will find them chaotic but It is true that we have a chance to reach the different point of views and comments about all cases. They are updated and common to use.

#4 *Comments clear the air.*

Making comment is the way to share experiences. It is easy to read, easy to keep in mind and easy to compare with other people's comments. In additionally, we have a chance to approach a destination from others' experiences.

Insights

#5 *Music tells the stories, breaks the ice.*

Our senses are the trigger of our emotions. When we experience an object or a moment we collect all the data with the help of our Senses. "hearing" has big importance to keep the data, to feel the moment, to create a memory. We match the sound with an exact moment. As a part of the culture, music is another way of keeping memories and sharing experiences.

#6 *Pin, Geotags, Hashtags useful to explore the destination.*

While travellers were mentioning about "how they do benefit from social media" almost all mentioned about to pin, searching geotags and hashtags to go in deep, to see the "big picture". There are specific preferences about social media tools but almost all used to use tags, pins, and hashtags to research.

#7 *Guide from history.*

Having an audio guide seems comfortable for the travellers. But their expectations are detailed information and professional approach. If the information can easily reach the mainstream, travellers will not think that they need it. In addition, In addition, this desire to listen and learn from historical characters or professionals is really interesting insights.

Ideation

#How Might We...?

In this part, I am developing trigger questions from insights to convert research into a wide range of actionable ideas.

#*1* Learn from locals.

HOW MIGHT WE help travellers to learn all the unknown tips and tricks about destination/ culture from local people?

HOW MIGHT WE introduce travellers and locals to each others transforming local people into "travel Buddy" for tourists? (to introduce destination, culture, being tour guide..)

#*2* Discover the "real city".

HOW MIGHT WE pin / define the alternative places and activities for tavellers who do not like being mainstream?

HOW MIGHT WE introduce "the destination" with its smells, sounds or textures to make it explored with each senses?

#*3* Social media are fast and updated.

HOW MIGHT WE help travellers to define/ tag locations just with comments and tips and tricks to share experiences with other travellers?

#4 Comments clear the air.

HOW MIGHT WE collect and analyse all the comments about the destination / hotel / restaurant according to travellers researched keywords?

#5 Music tells the stories, breaks the ice.

HOW MIGHT WE help the travellers to make them listen to a traditional music/song from the destination during exact moment when they are in that destination?

HOW MIGHT WE help the travellers to create their sound diary / musical diary about their travel experince to keep or to share?

#6 Pin, Geotags, Hashtags are useful to explore more.

HOW MIGHT WE have a service mainly composed of tagging, pinning, creating and researching keywords to reach the information to plan your trip?

#7 Guide from history.

HOW MIGHT WE have a guide from ancient times to travel with us, to tell all the stories about the city, architecture, culture?

#Opportunities

#1 #6 #7 #geotags #pin location #audio guide #locals

In addition to doing research before the trip, travellers prefer to listen to the history of the city, a particular art piece or an area which has a story, from the professionals. They generally feel to need it the exact moment that they are there. In this case, learning/listening from local professionals could be interesting. In addition, If we consider a wide range of usage of the location pins, geotags and hashtags, these three insights could be an opportunity.

#2 #5 #discover #real city #music

As a part of the culture, music will be the way to discover the city. For the travellers who do not want to do mainstream things, but want to explore the soul of the city, " discovering the city with music" could be an alternative experience.

#1 #4 #3 #locals #comments #social media

Making comments is the way to share experiences. From the perspective of the reader, it is the easiest way to do a comparison between numerically high options. Having a decision according to comments can be also supported by locals' ideas. We can consider that opportunity as a digital way to ask which is the the nicest restaurant of the area to a local person on the street.

#1 Learn from locals.

TIPS AND TRICK FROM LOCALS

A service / social platform from which travellers can learn detailed information/tricks about a destination like where to eat typical foods, must-see areas, alternative activities to do, etc.
The important thing is all advisers must be local people.

LOCAL BUDDY

A service where travellers and locals can meet firstly on the social platform, then physically being the travel buddy (local travel guide). Travel buddy will answer to all the questions, give advises, introduce culture and destination to travellers.

#2 Discover the "real city".

INTERACTIVE MAP

An interactive map where "alternative" places, restaurants, hotels, bars, activities, experiences are pinned for travellers who don't want to do mainstream things.

FEEL THE CITY

There is an experience service where all the sensorial experiences are designed by local designers to introduce the city, the culture with its smells, sounds or textures. Traveller can explore the destination with all senses.

CHATCH THE JOY IN CITY!

An interactive map that just shares alternative experiences, events, etc. for 5 minutes on the map. The travellers who have this app. can follow the events which are designed by locals. They can join just with code which is shared from the app. After 5 minutes the pins of the event is unpublish.

#3 Social media are fast and updated.

COMMENT HUNTERS

A service where travellers can pin their location on an interactive map with their comments and tips+tricks to share their experiences with other travellers. This is a service / social platform which collects and analyzes comments on a location bases.

#4 Comments clear the air.

#5 Music tells the stories, breaks the ice.

SOUND OF THE CITY #1

A service / social platform that, travellers can create sound / musical diary about their travel experiences. They will collect sounds of the city/ destination, easly mesh up, mix themand can share.

SOUND OF THE CITY #2

There will be a service transforms everyday spaces - like a living room or garage to the area for creating an immersive experience that brings travellers all over the world and local artists/ musicians closer together.

#6 Pin, Geotags, Hashtags are useful to explore more.

PIN ALL

A service which helps you to pin everything about a destination. For example as a traveller I am in Milano and I want to visit Parco Sempione. In the digital map of the service, i will find Parco Sempione and i will see all the food tags, what to see tags, activity tags, comments tags.
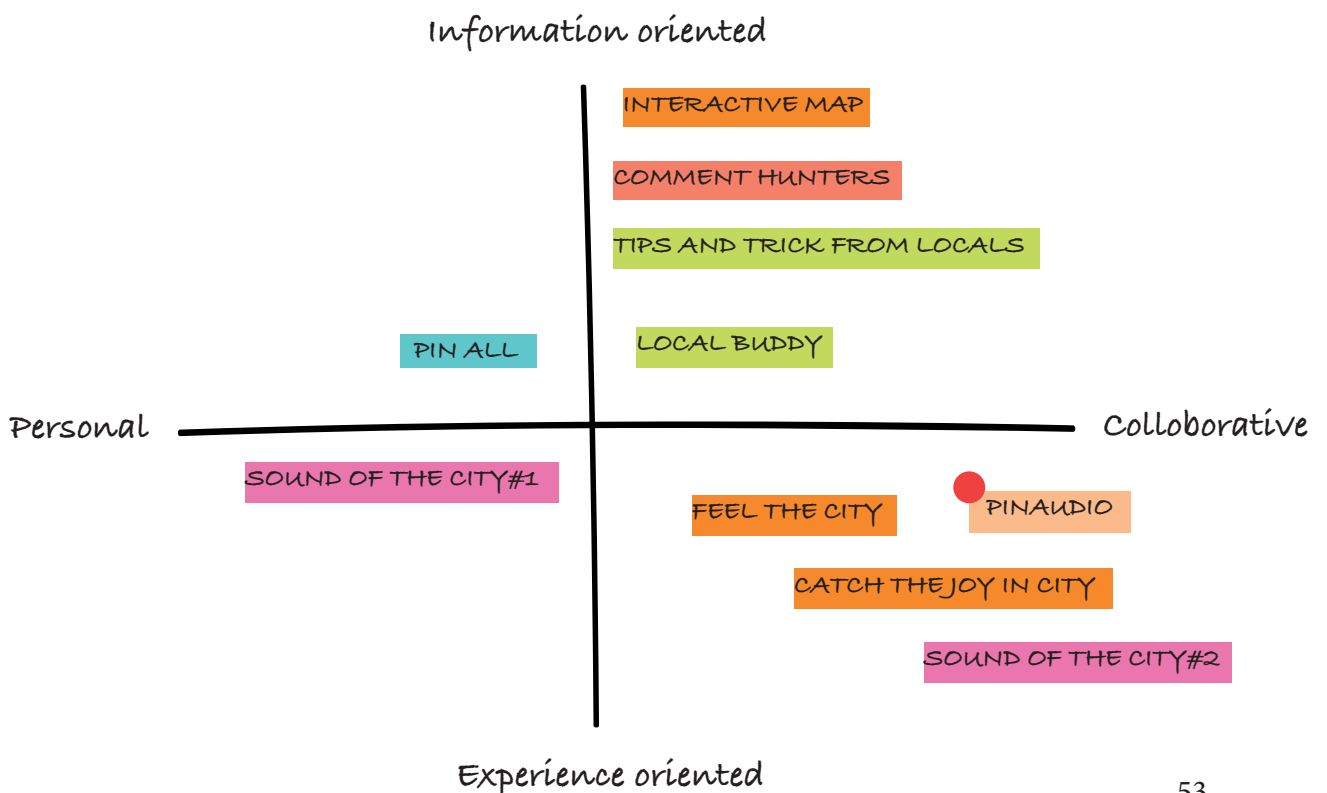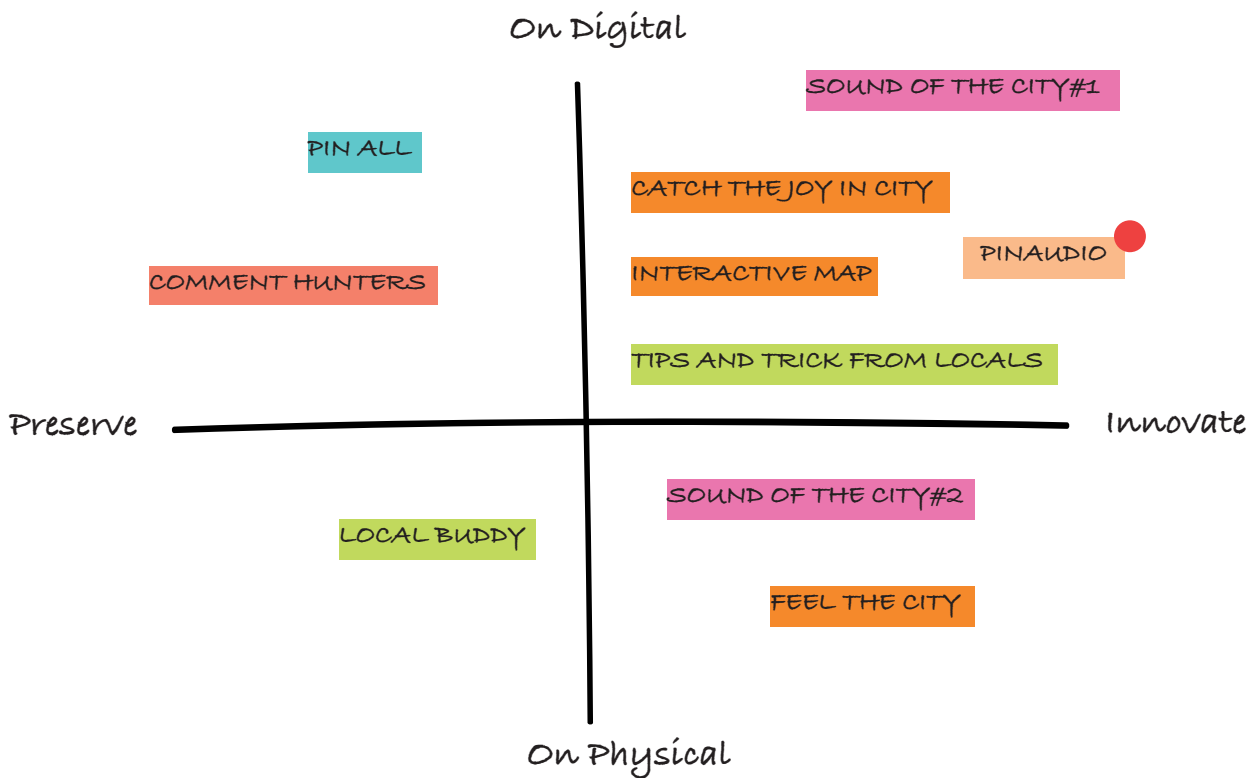
#7 Guide from history.

PINAUDIO

A service which helps you to carry your guide with you. By using Pinaudio service you will listen to the history of architectural structures, culture of city, information of street art, story of monuments etc. from the voice of other travellers, writers, artist, architects from that

#Decision Matrix

After understanding, clustering, taking insights, how might we questions and brainstorming sections, there is a decision matrix part based on multiple criteria to clarify the project areas to work on it.

On Digital

SOUND OF THE CITY#1

PIN ALL

CATCH THE JOY IN CITY

COMMENT HUNTERS

INTERACTIVE MAP

PINAUDIO

TIPS AND TRICK FROM LOCALS

Preserve — **Innovate**

SOUND OF THE CITY#2

LOCAL BUDDY

FEEL THE CITY

On Physical

Information oriented

INTERACTIVE MAP

COMMENT HUNTERS

TIPS AND TRICK FROM LOCALS

PIN ALL

LOCAL BUDDY

Personal — **Colloborative**

SOUND OF THE CITY#1

FEEL THE CITY

PINAUDIO

CATCH THE JOY IN CITY

SOUND OF THE CITY#2

Experience oriented

Draft Project Idea

Analysis of Researches and Ideation sections

According to Competitive Analysis of territorial organizations, I understand that their service approach mainly focuses on information sharing. The travellers can only feel the city with formal information.

However, as shown in my interviews which reflect customer needs, and in literature reviews, this is not enough to design a service experience. Travellers believe that territorial services are trustable but the information they share can be also easily found in blogs and other sources.

An alternative design solution for territorial organizations could be **a service which can communicate with senses during travel and offer an alternative way to explore the destination from the voice of the real characters which already experienced the destination and the culture.**

Pinaudio

A travelling / audio map service which helps you to explore new destinations with stories told from real voices of people who experienced them before.

Pinaudio is a touristic experience service which can be also merged into territorial tourism pages by API protocols.

With Pinaudio everybody can share their touristic experiences, memories about destinations as a content creator while pinning destinations on the map and creating themed routes.

By using Pinaudio, travelers will explore the city by listening from experienced people who are called as content creators. Travellers can follow the routes and start to listen to information/stories of pinned destinations on the digital map.

They will learn about the street art of the city, history of monuments, stories about areas from past to now from the voice of people who has already experienced them.

#Paper Prototyping

To test the service ideas and offers for travellers, I did
paper prototyping with 15 travellers. After explain-
ing the concept, I asked them to add tools/offers that
they found useful.

Travellers

Participants; 15 Travellers

Aim: Testing the offers

routes

my account

help

home

Content creator's pins

forum

content creator page

popular routes

comments about routes
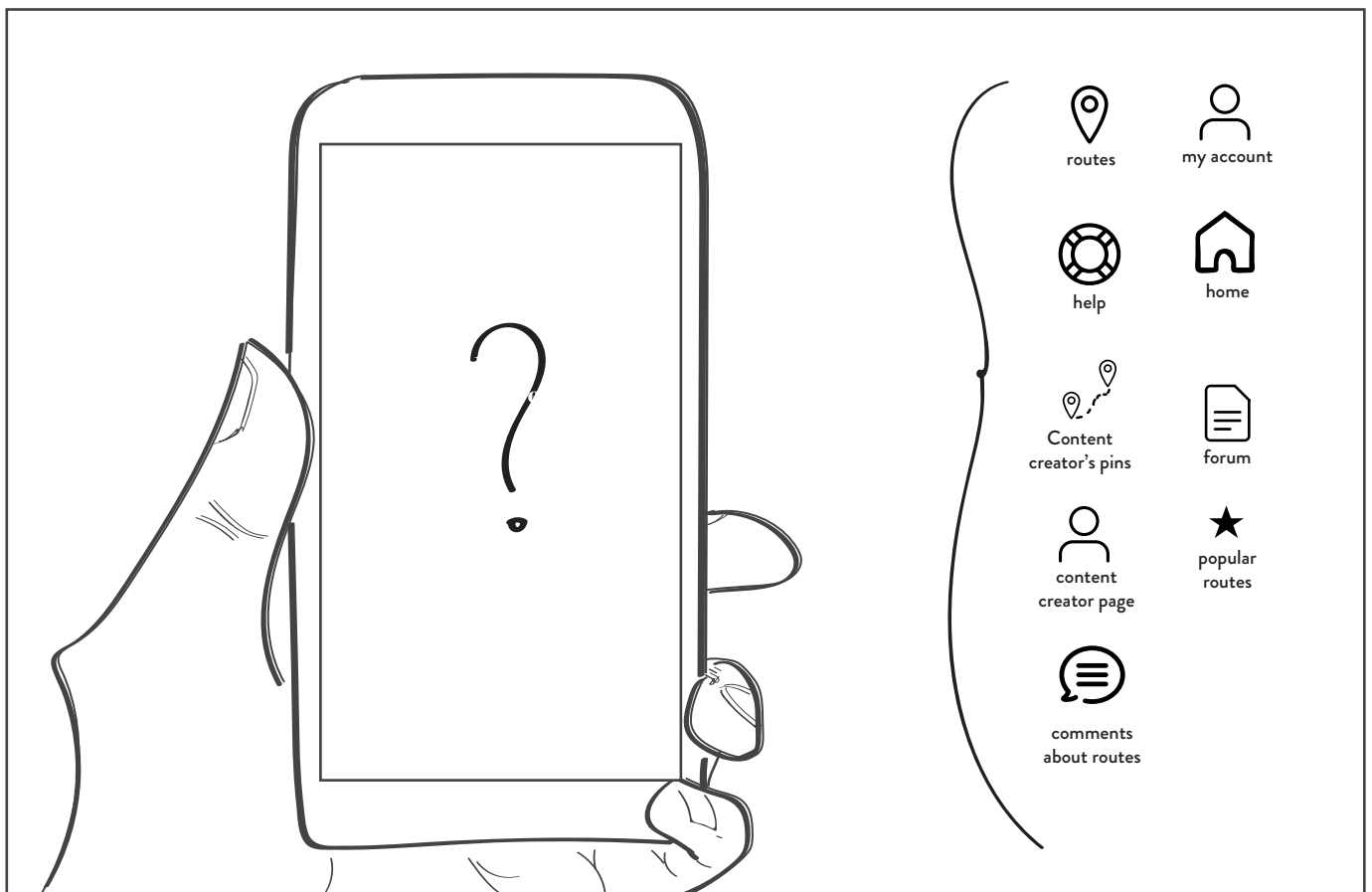
#Paper Prototyping for Offers

After Paper prototyping, the <u>Comments</u> section is preferred under <u>Destinations</u> instead of keeping it separate. In addition, <u>Municipalities</u> and <u>Forum</u> sections are not found useful from travellers.

1
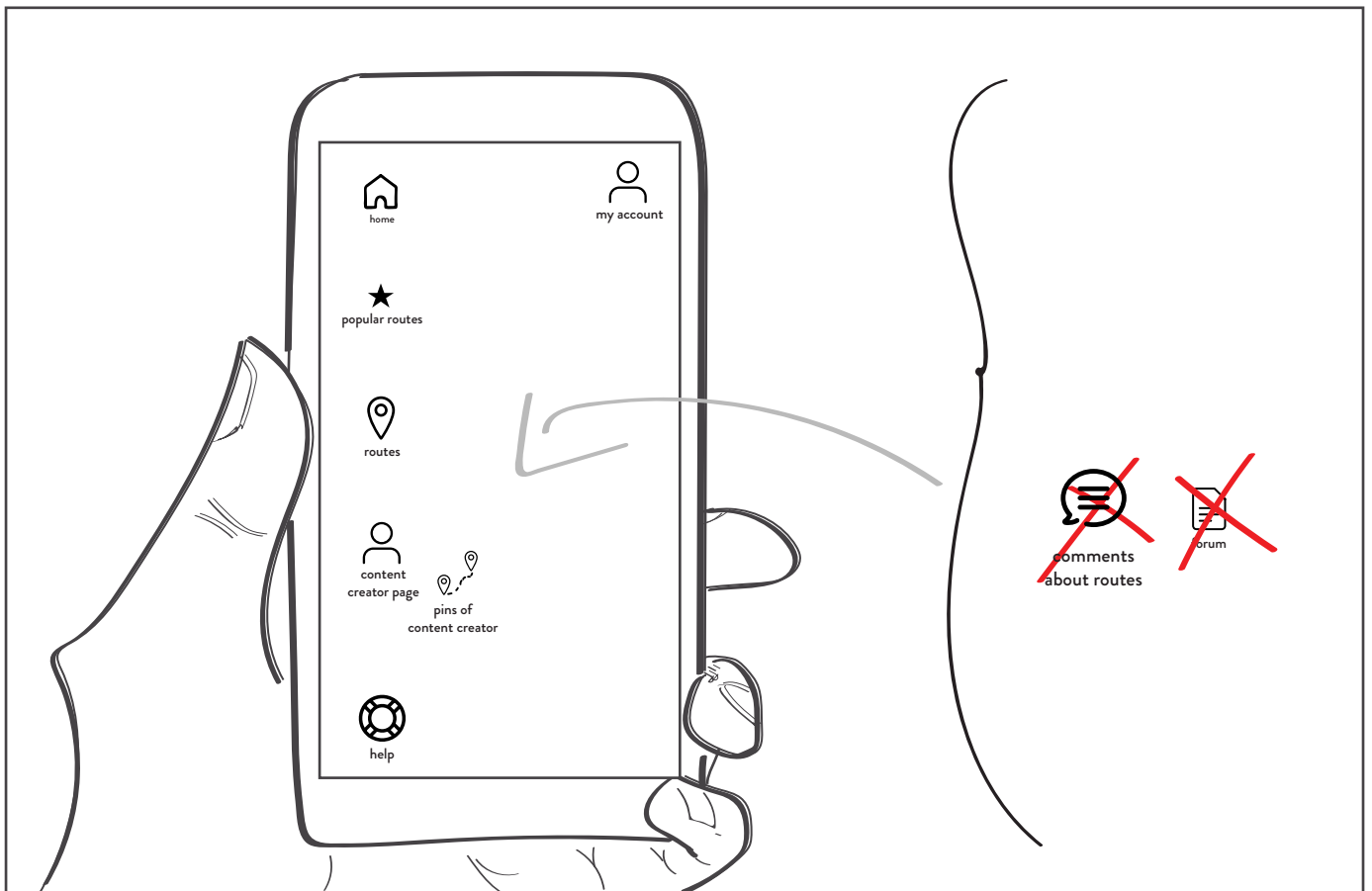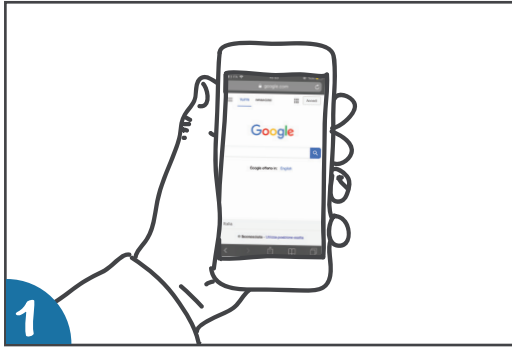
SEARCH A SERVICE TO HAVE TRAVEL GUIDE DURING THE TRIP.

Marco is searching a service to explore city in an alternative way during his trip. He finds Pinaudio and decides to look at it.


2

CHECK PINAUDIO WEBSITE

He recognizes that in Pinaudio service, everybody can create audio contents about destinations and share them as routes.


3
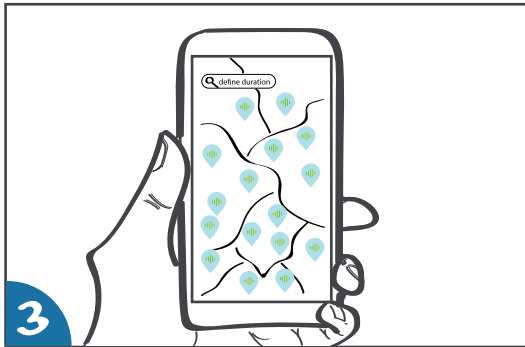
DEFINE TOUR DURATION AND EXPLORE THE ROUTES .

Marco wants to check the routes according to his timing. He filters 2 hours routes.


4
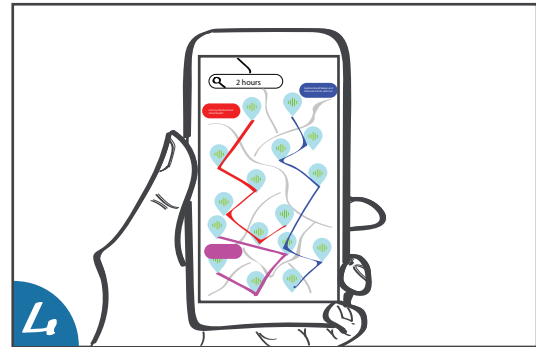
CHECK 2 HOURS ROUTES ACCORDING TO YOUR INTEREST

2 hours routes appear on the map according to ratings / popularities. He checks titles and visits content creator's page to explore route details.

5
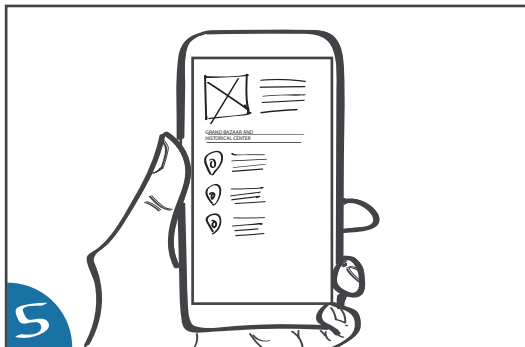
VISIT CONTENT CREATOR'S PAGE TO READ ROUTE DETAILS

Marco visits content creator's page to read destination details on route. He also checks other routes of the same content creator.

6
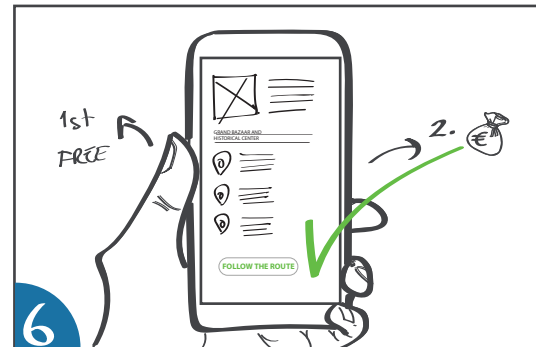
FOLLOW THE ROUTE OR CHECK FOR OTHERS

Marco likes the route and start to follow it. His first experience is free. For the others he pays for each hours.


7
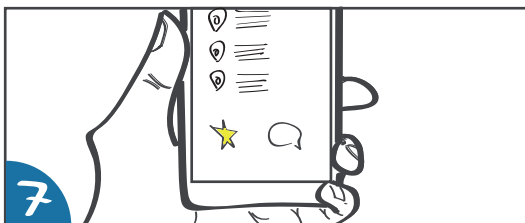
AFTER THE ROUTE MAKE A COMMENT AND LIKE

He really likes the experience and the story-telling of content creator. He rates 4 out of 5

User Flow
_Traveller

##Project

Pinaudio is the audio map in your pocket. With the service you will discover unusual sides of the city from the voice of people who experienced it before. You will learn from others' experiences and memories while you are on the way.

Brand Values

world **+** destination **+** sound **=** **Pin**audio

Countless Experiences	Your experiences	Others' experiences

"
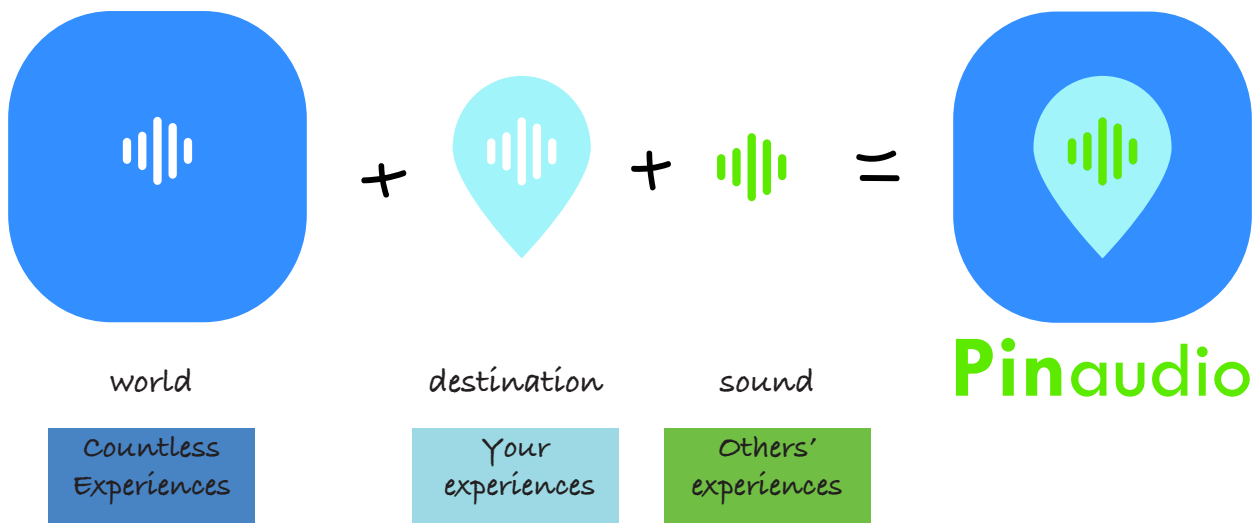
Itinerant
Curious
Experienced Base

"

Travellers

*Audio travel guide
from the people
who experienced the
destination before*

*Learning from others'
memories and experiences*

*Audio source to learn
about destinations*

*An alternative way
of travelling*

*Exploring unusual
sides of the city*

Territorial Organizations

Promoting territory

*Attracting tourists with an
alternative travel experience*

*Narrating culture with
the perspective of people who
experienced before*

*Creating bridges
person to person
while sharing experiences*

Content Creator

*Sharing experiences,
memories and knowledge*

*Inspiring people with
your adventures*

*Narrating memories
with storytelling*

*Supporting territorial
tourism as experienced people*

*Service
Offers*

Content Creator

Content Creators / *Audio Guide*

Content creators are the people who share their experiences about destinations as an audio format and pin them on the map.

The idea behind Pinaudio is designing an open platform for travellers to share experiences with the others. Creating an opportunity to new travellers to listen about culture, beauty and the stories of the destinations from the voice of experienced people who travelled before.

Different people, different experiences and their way of communication creates variety of contents about destinations. These varieties differentiate Pinaudio experience from the others.
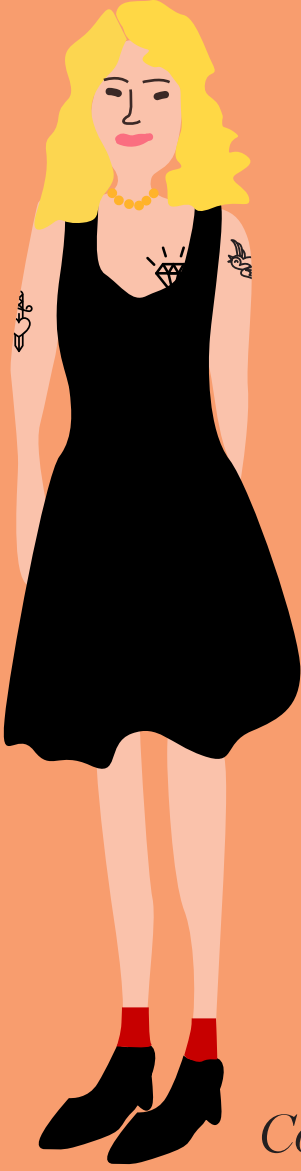
Content Creator*
Pelin, Designer
from İzmir

She is a designer from Izmir and she is in love with exploring new destinations with her partner. Their last trip was 2 weeks in Bari.

" Me and my partner are in love with travelling. Our trips are little escape moments from our routine. During planning I am a little bit crazy about reading comments and listening from friends' experiences. Our last trip was in Bari and the first thing I did was calling my friends who went there before and reading the comments."

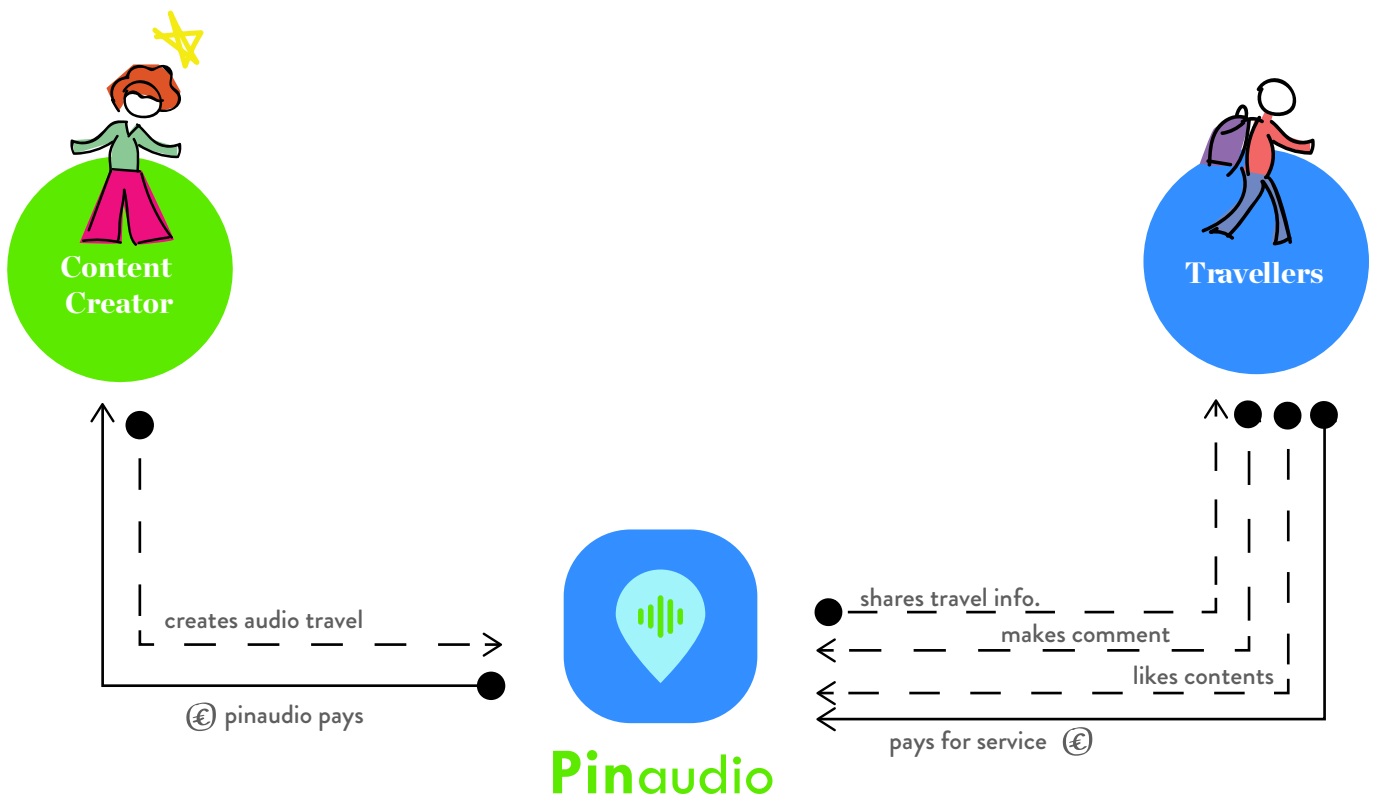*Content Creator**
Feyzi, Journalist
from Istanbul, Beyoğlu

Feyzi is a journalist. Both because of his job and his personal interest he loves travelling, meeting new people, writing about them and telling stories.

" I travelled a lot and continue to explore new cities but the most appealing part is talking and writing about them."
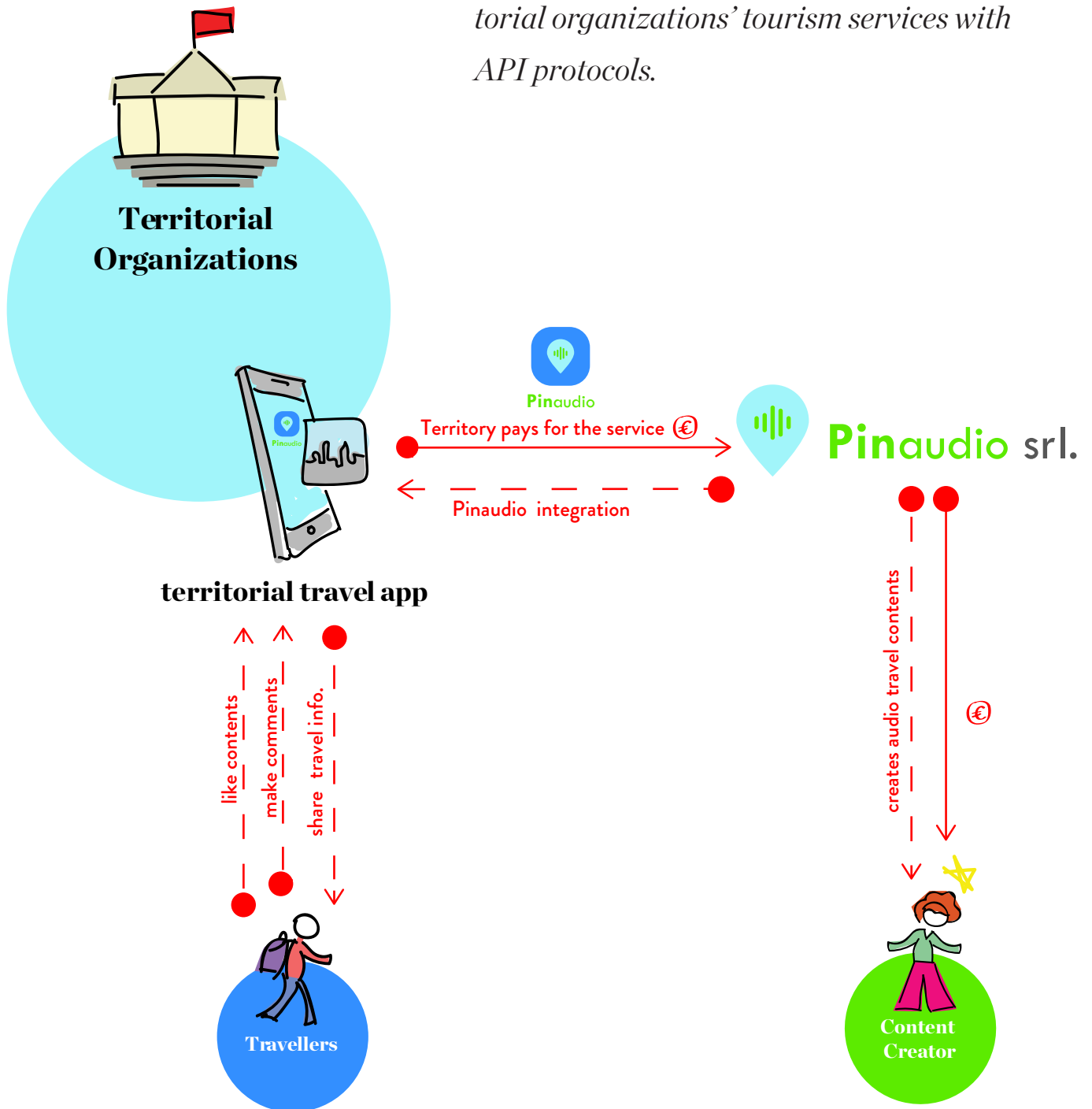
Service System Map#1

Pinaudio is a service which has its own web site and application to use all the service offers.

Content Creator

Travellers

Pinaudio

creates audio travel

€ pinaudio pays

shares travel info.

makes comment

likes contents
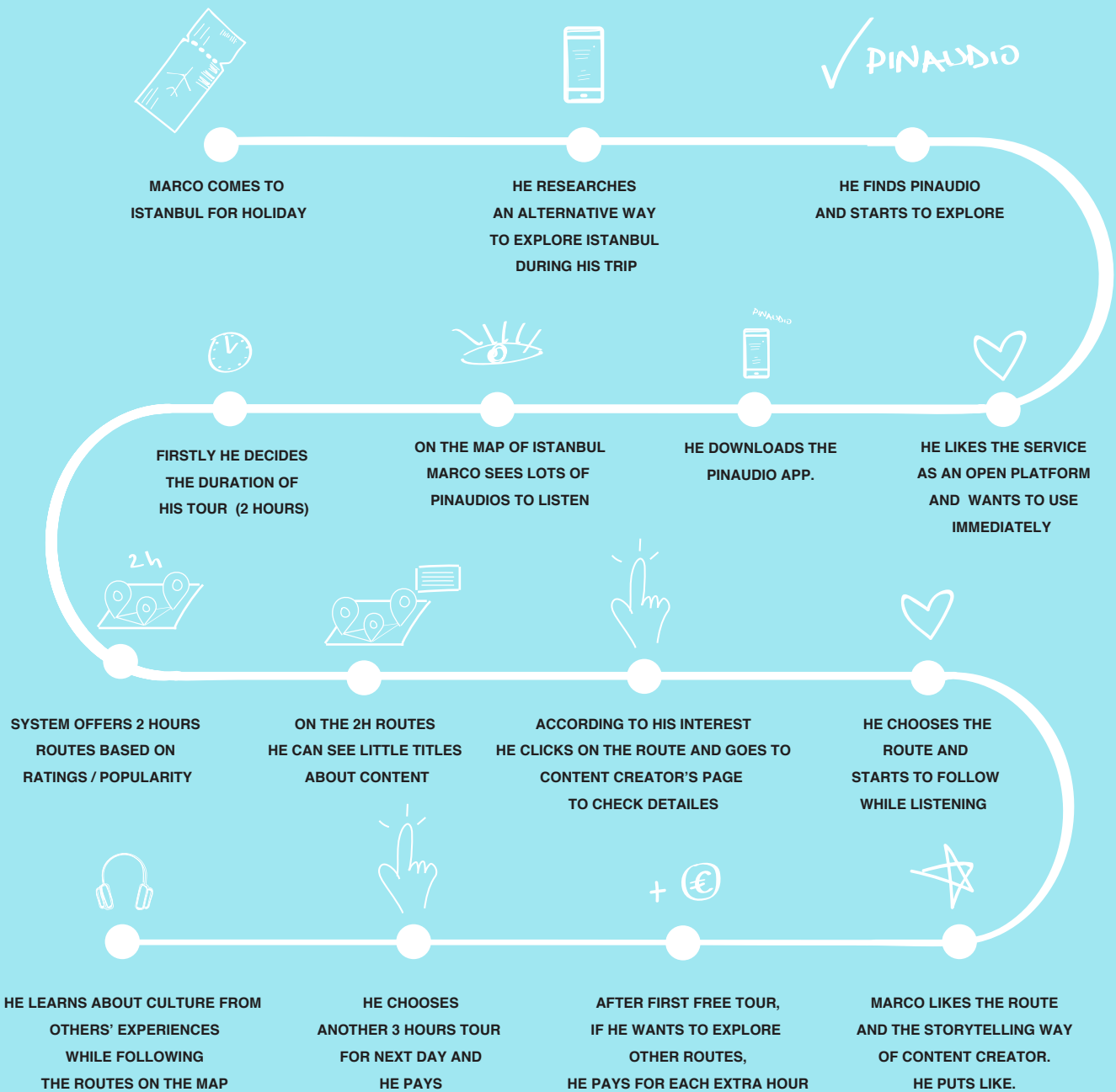
pays for service €

– – — — — – information flow
————————— financial flow

Service System Map#2

Pinaudio can be integrated in every territorial organizations' tourism services with API protocols.

Territorial Organizations

Pinaudio

territorial travel app

Territory pays for the service €

Pinaudio integration

Pinaudio srl.

creates audio travel contents

€

like contents

make comments

share travel info.

Travellers

Content Creator

information flow
financial flow

MARCO COMES TO
ISTANBUL FOR HOLIDAY

HE RESEARCHES
AN ALTERNATIVE WAY
TO EXPLORE ISTANBUL
DURING HIS TRIP

HE FINDS PINAUDIO
AND STARTS TO EXPLORE

FIRSTLY HE DECIDES
THE DURATION OF
HIS TOUR (2 HOURS)

ON THE MAP OF ISTANBUL
MARCO SEES LOTS OF
PINAUDIOS TO LISTEN

HE DOWNLOADS THE
PINAUDIO APP.

HE LIKES THE SERVICE
AS AN OPEN PLATFORM
AND WANTS TO USE
IMMEDIATELY

SYSTEM OFFERS 2 HOURS
ROUTES BASED ON
RATINGS / POPULARITY

ON THE 2H ROUTES
HE CAN SEE LITTLE TITLES
ABOUT CONTENT

ACCORDING TO HIS INTEREST
HE CLICKS ON THE ROUTE AND GOES TO
CONTENT CREATOR'S PAGE
TO CHECK DETAILES

HE CHOOSES THE
ROUTE AND
STARTS TO FOLLOW
WHILE LISTENING

HE LEARNS ABOUT CULTURE FROM
OTHERS' EXPERIENCES
WHILE FOLLOWING
THE ROUTES ON THE MAP

HE CHOOSES
ANOTHER 3 HOURS TOUR
FOR NEXT DAY AND
HE PAYS

AFTER FIRST FREE TOUR,
IF HE WANTS TO EXPLORE
OTHER ROUTES,
HE PAYS FOR EACH EXTRA HOUR

MARCO LIKES THE ROUTE
AND THE STORYTELLING WAY
OF CONTENT CREATOR.
HE PUTS LIKE.

Customer Journey

Touch -points

During the service period, the service product is experienced by the customers with all their senses. At the same time, customers subconsciously start to compare the service with their expectations. When the service matches or even exceeds the customers' expectations, then we can talk about customer satisfaction. (Stickdorn & Zehrer, 2009)

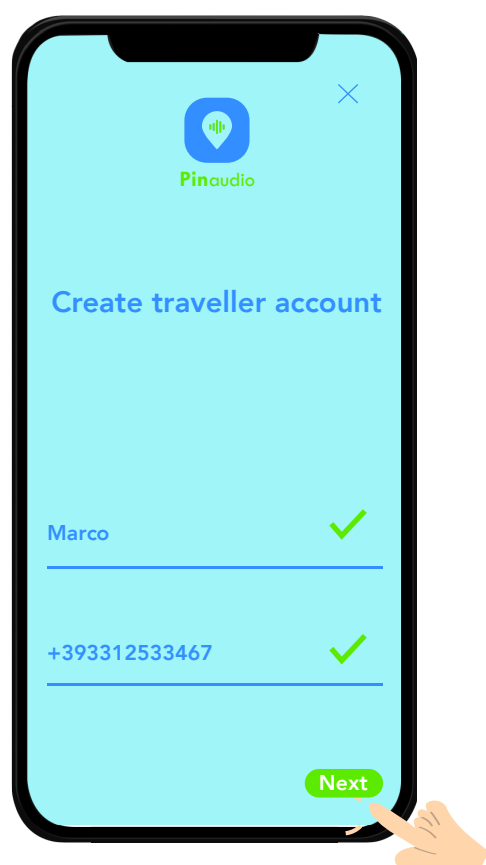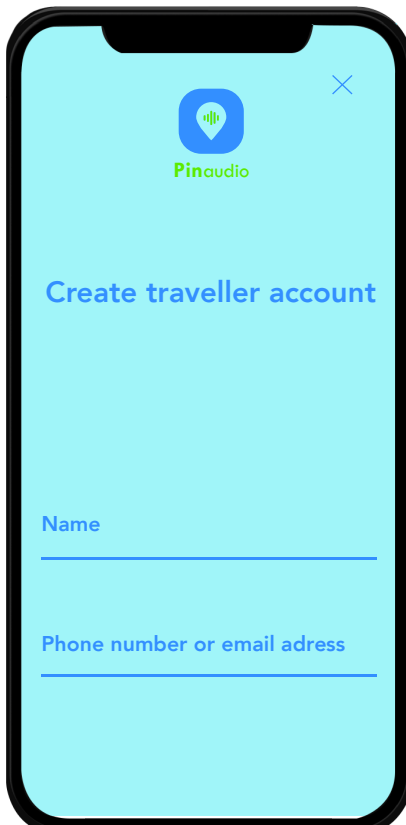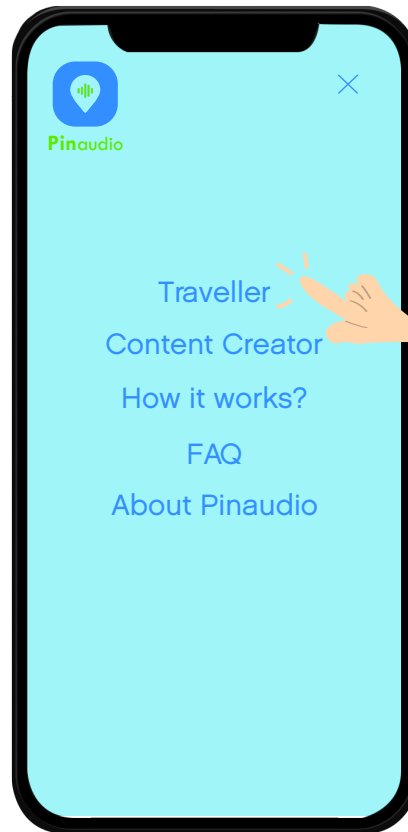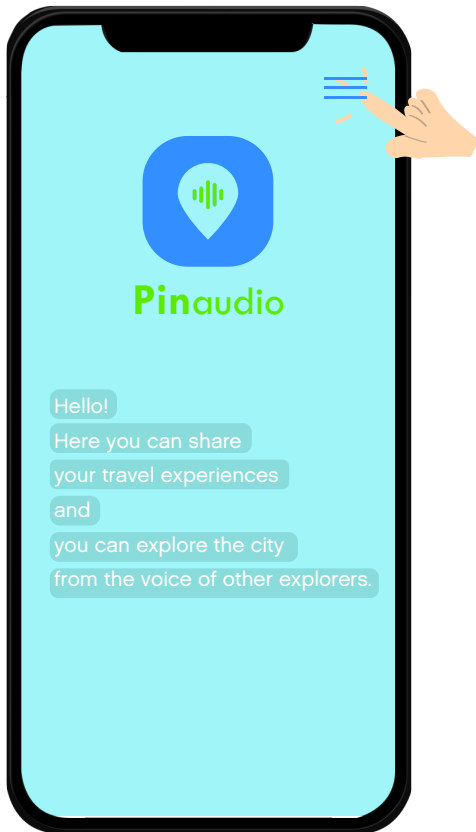To deliver a positive experience, I focused on to design mobile application and web site as touch-points.

01.
The application
> *to use the service with all offers*

02.
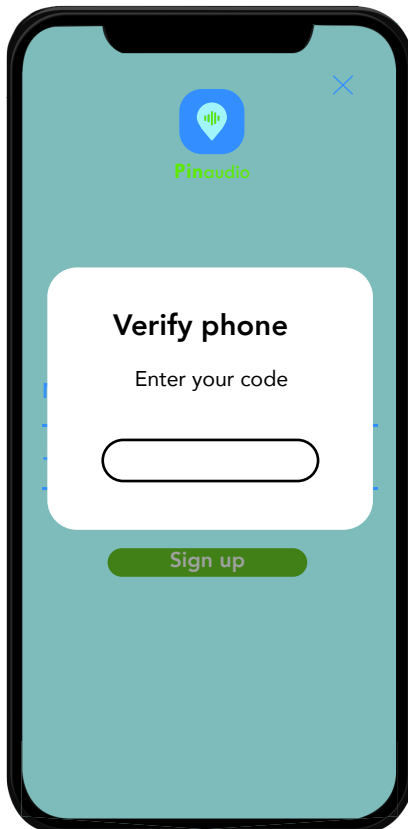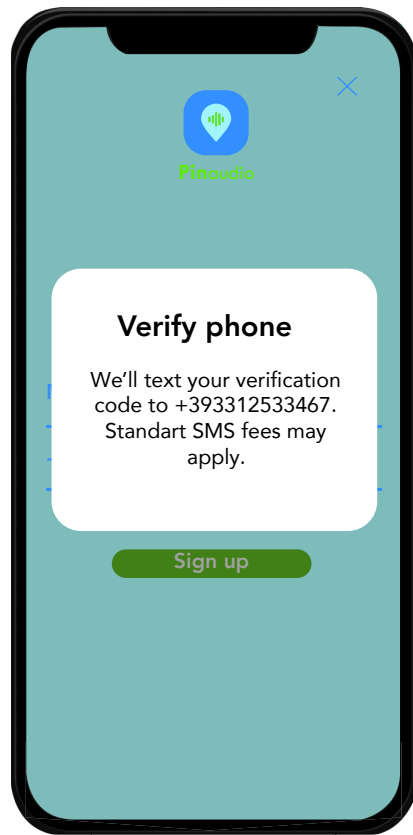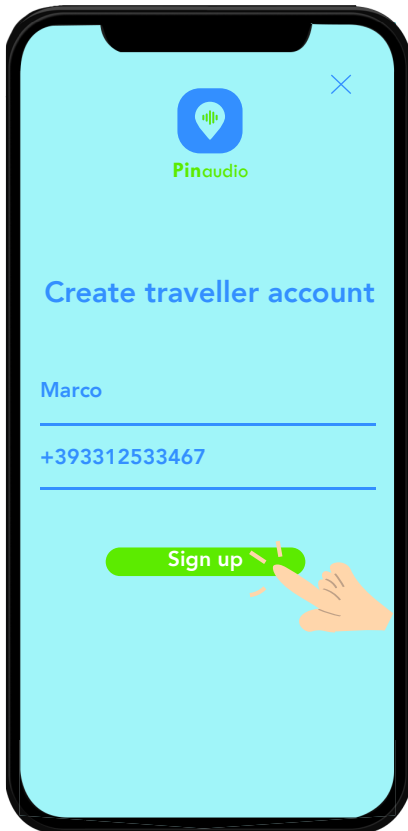**The web site**
> *for the service promotion, creating awareness*

Create traveller account

Marco

+393312533467

Sign up ✎

Verify phone

We'll text your verification code to +393312533467. Standart SMS fees may apply.

Sign up

Verify phone

Enter your code

Sign up

Create password

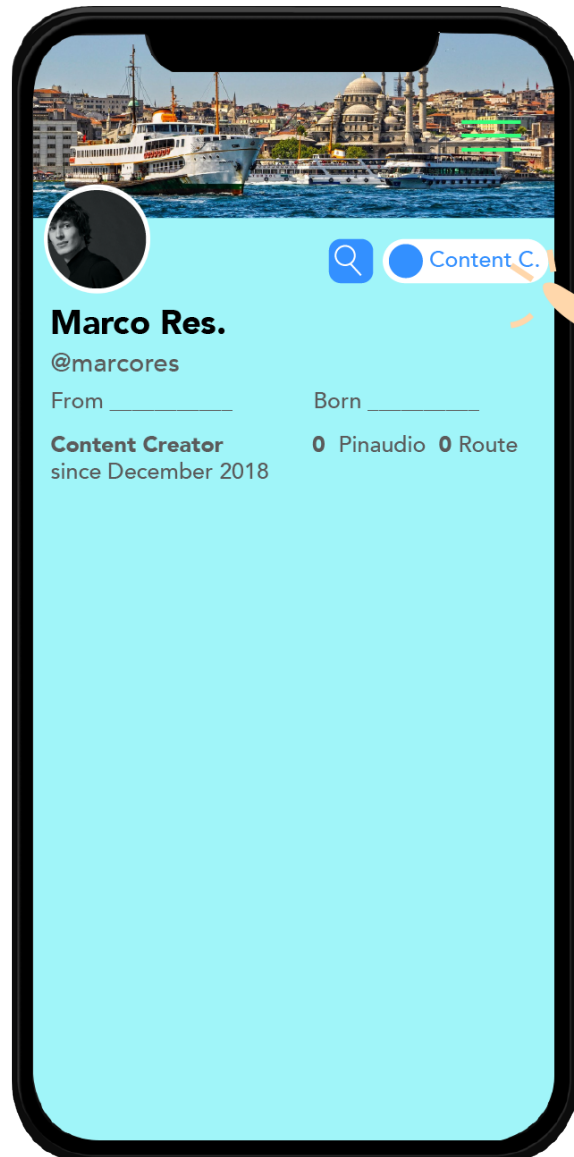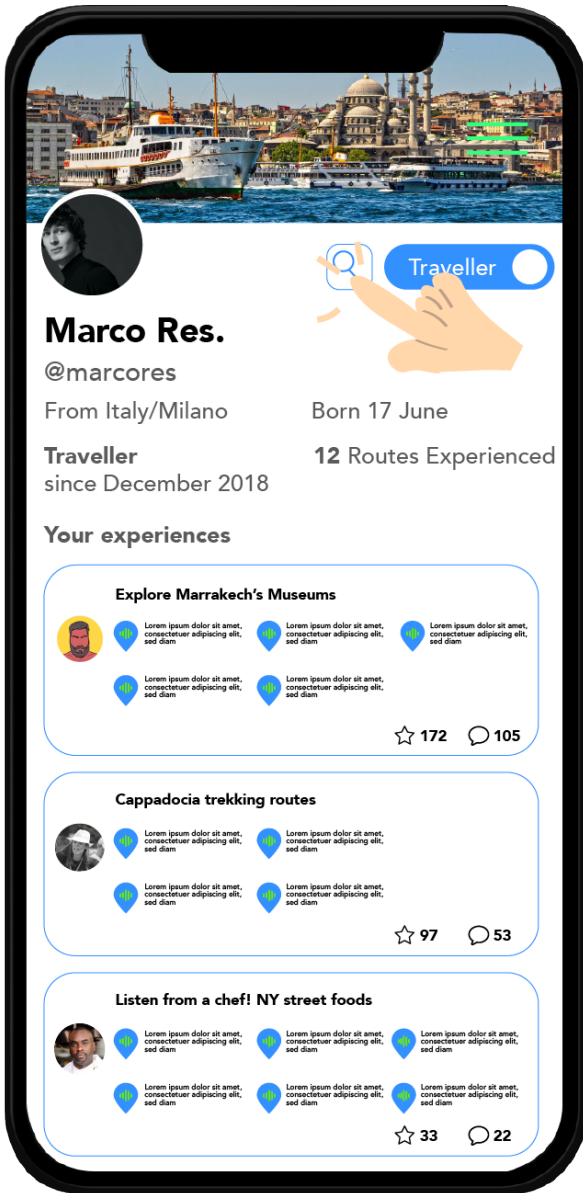Make sure its 6 characters or more

● ● ● ● ● ●   ✓

Next
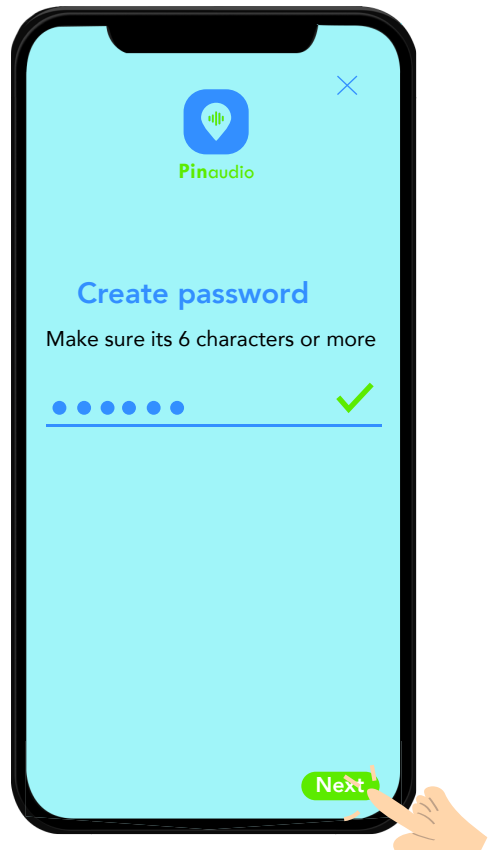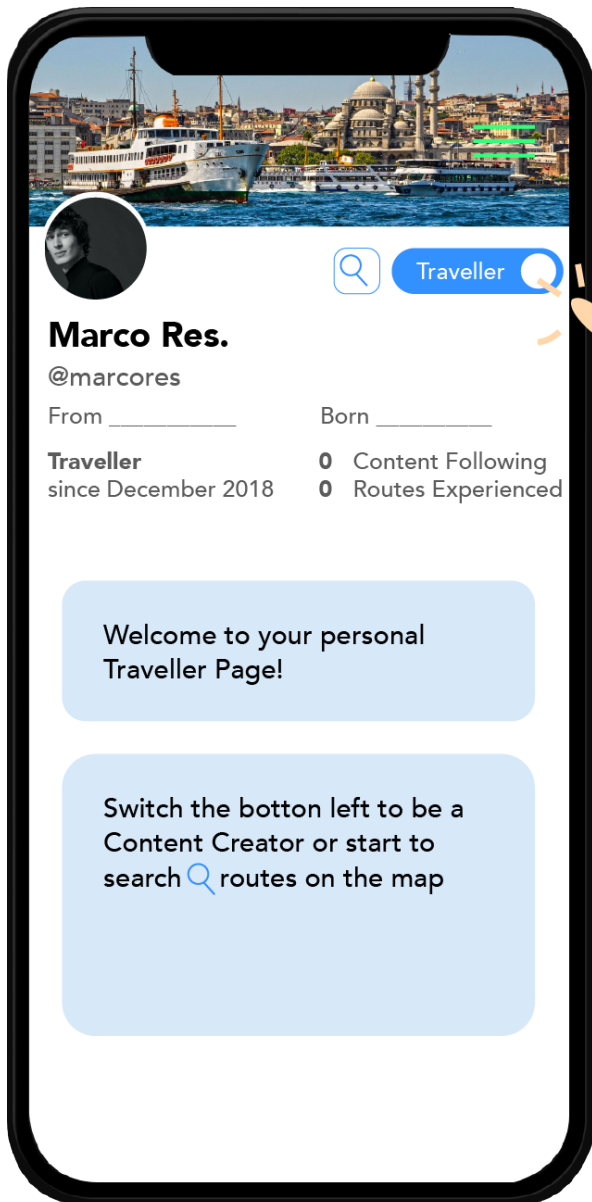
As a traveller you can customise your personal page. Insert personal data. Beside these, If you want to be a content creator you just need to switch left the botton to create an account.
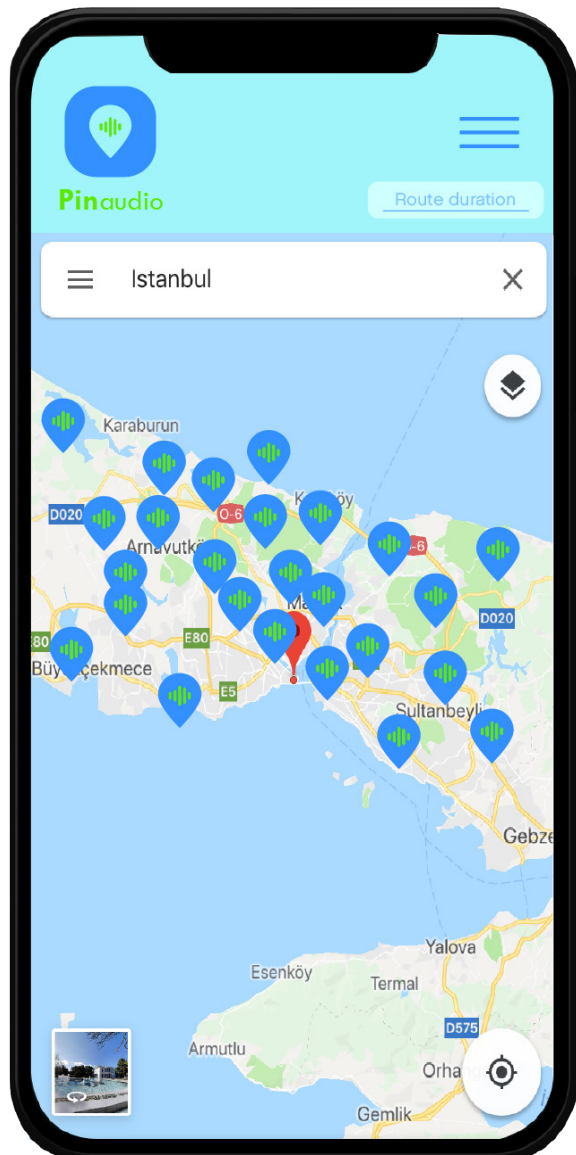
If you dont want to have Content Creator page keep it empty, do not publish and switch right to come back your traveller page.

On your personal traveller page, you can save the routes that you experienced. To experience new ones you just need click research botton to go to map.

Write your destination to see all pinaudios on the map.
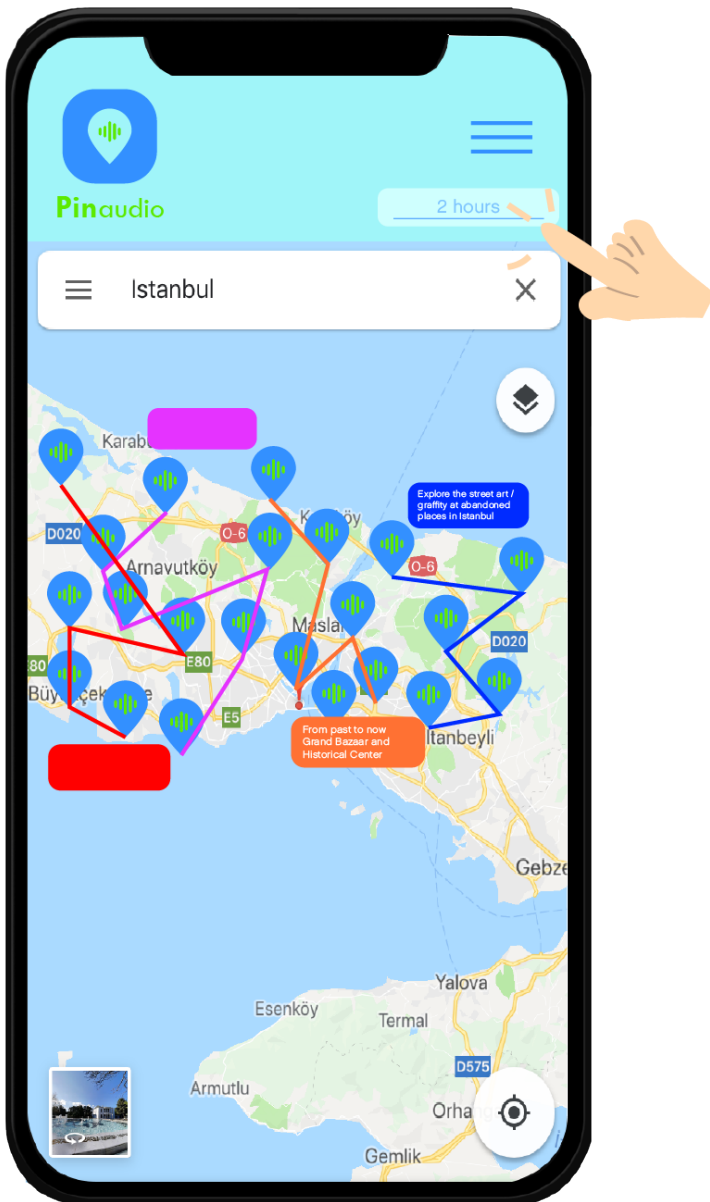
Filter the route duration that you want to experience and check all popular routes with little content box.

If there is an interesting route content click it to read details and to check the content creator's page.

Now you are on the Content Creator's page to read route details and to know more about him.
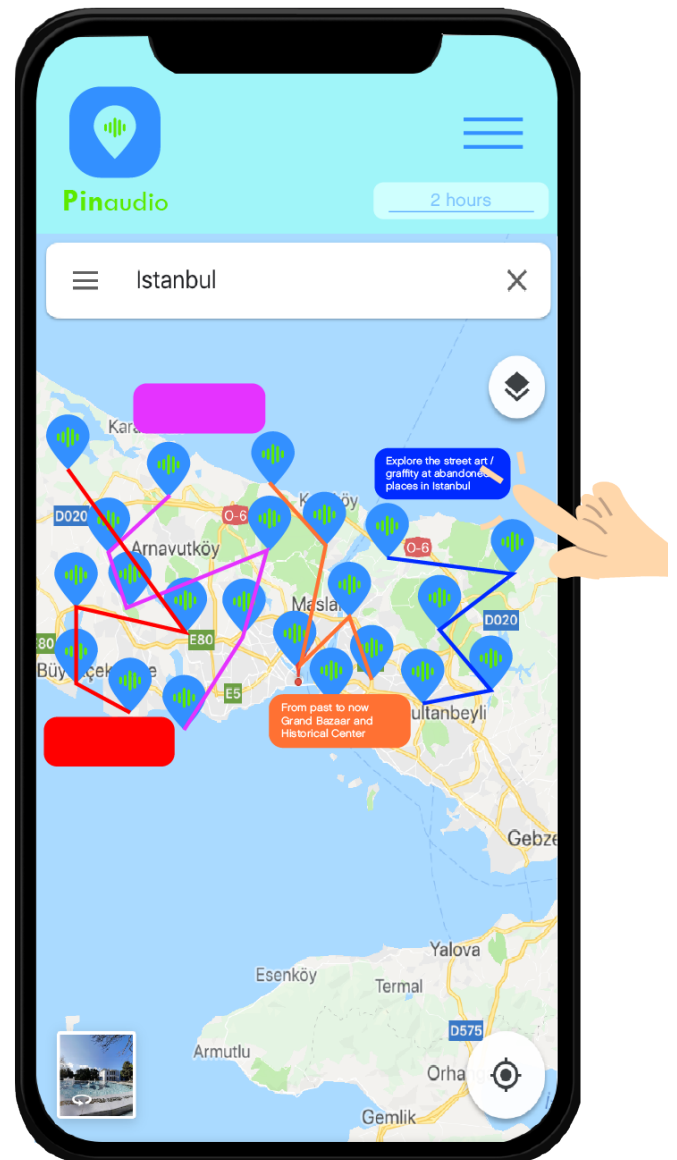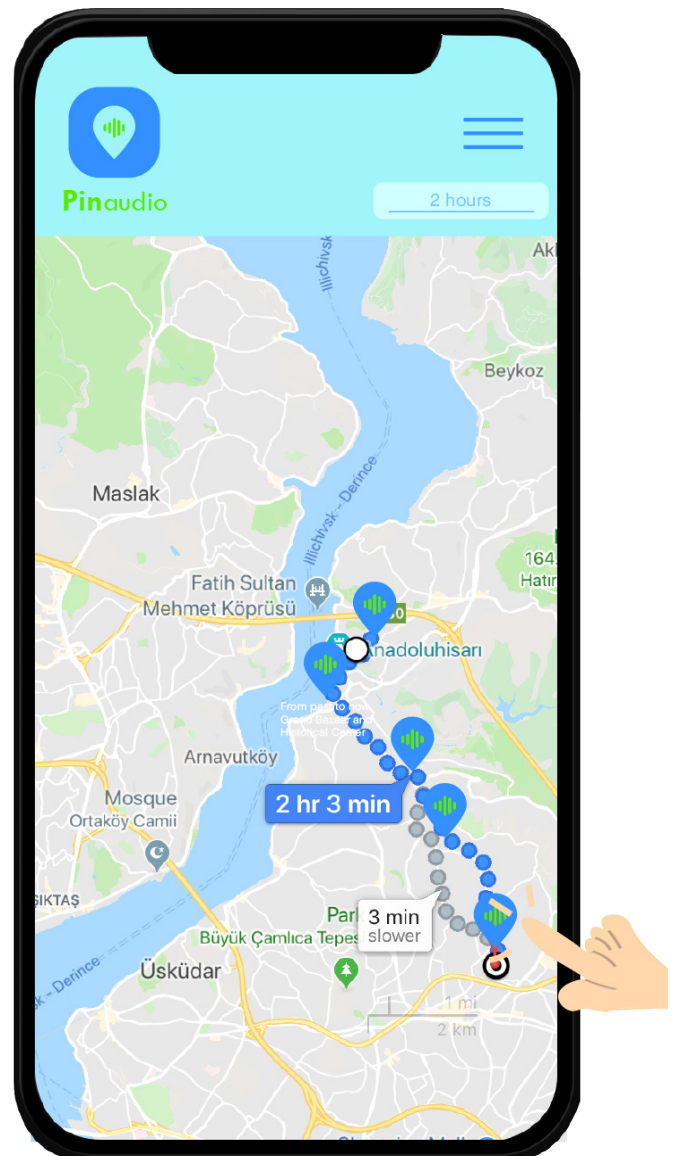If you like it just click the route and start!

Can Sayan

@cansayan

From Turkey/Istanbul   Born 29 September

Content Creator   **72** Pinaudio /**6** Routes
since April 2009

Bio

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat

Explore the street art in abandoned places in Istanbul

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam
Lorem ipsum dolor sit amet, consectetuer adipiscing el sed diam
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam

☆ 172   💬 105

Explore 4 popular fish markets in Istanbul

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam

☆ 97   💬 53

Follow the route and listen to the pinaudios on your way!

Pinaudio   2 hours

2 hr 3 min

3 min slower

The web site is designed for catching attention of user, explaining the service offers and directing them to Pinaudio app to make them explore more and start to use.

In web site,

*User can create traveller and content creator accounts.

*Can filter the routes according to duration.

*Can visit the content creators page to explore other routes of them.

Touch
-points

Find out an authentic way to explore cities!

Check Routes

Define route duration.

Check routes according
to your interests.

Go destination and start
to follow while listening.

Like and Make Comments

Put likes to your favorite routes.

Read and make comments
+ have a decision.

**Listen From Experienced
Content Creators**

Listen stories about the city
from others' experiences

Be a Content Creator

Share your experiences
and memories about destinations.

Create routes.

Inspire travellers with storytelling.

**1st
Download Application
to explore!**
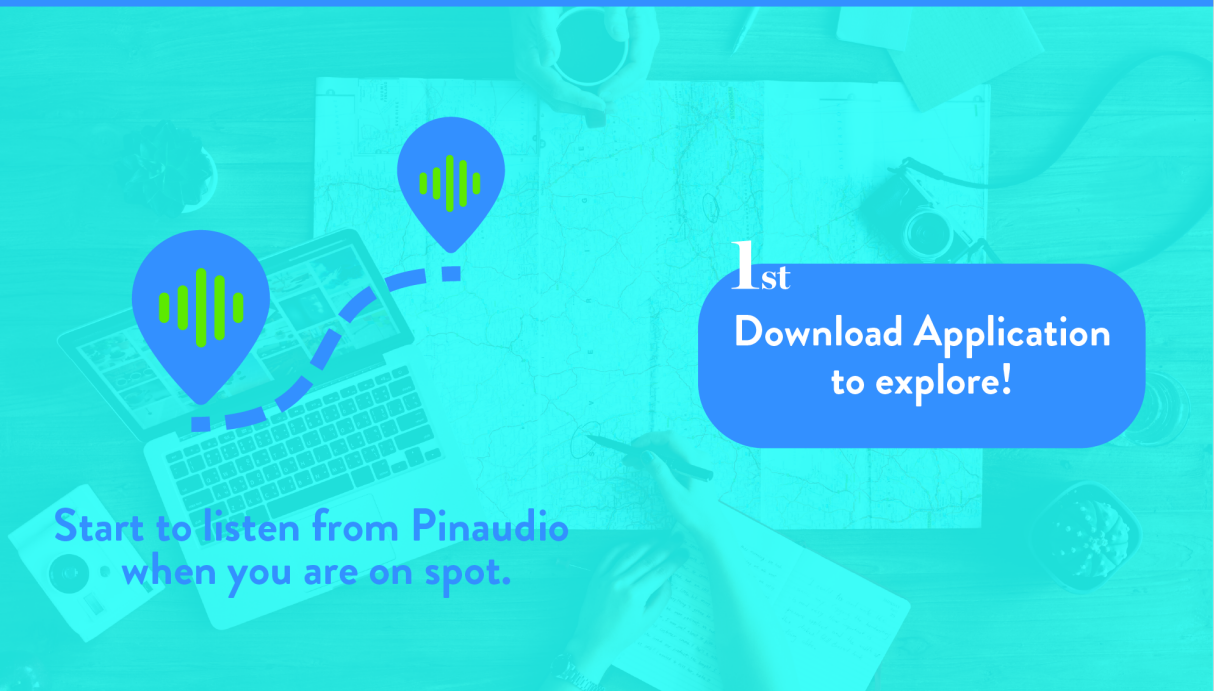
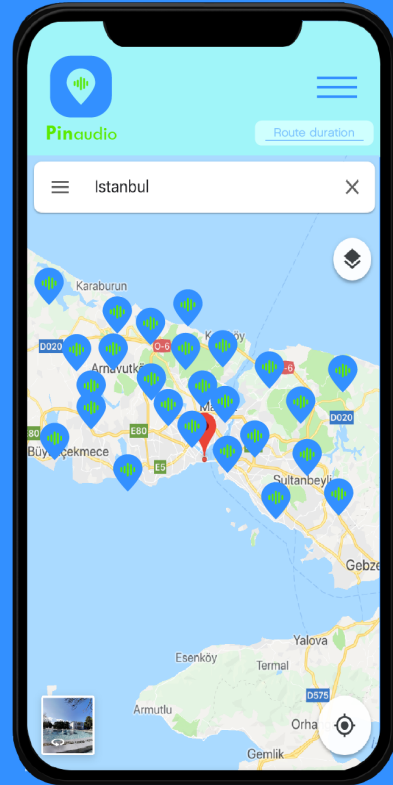**Start to listen from Pinaudio
when you are on spot.**

Check the routes

Hello traveller!

*Now you can create your account

*Filter routes according to your timing

*Click the one you like

*Check them detailed

Pinaudio

Route duration

Istanbul

Can Sayan
@cansayan
From Turkey/Istanbul   Born 29 September

Content Creator   **72** Pinaudio /**6** Routes
since April 2009

Bio
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat

Explore the street art in abandoned places in Istanbul
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam

☆ 172   ◯ 105

Explore 4 popular fish markets in Istanbul
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam

☆ 97   ◯ 53

Learn from Others' Experiences

*The route that you click directs you to
  the content creators page

Here you can read route details
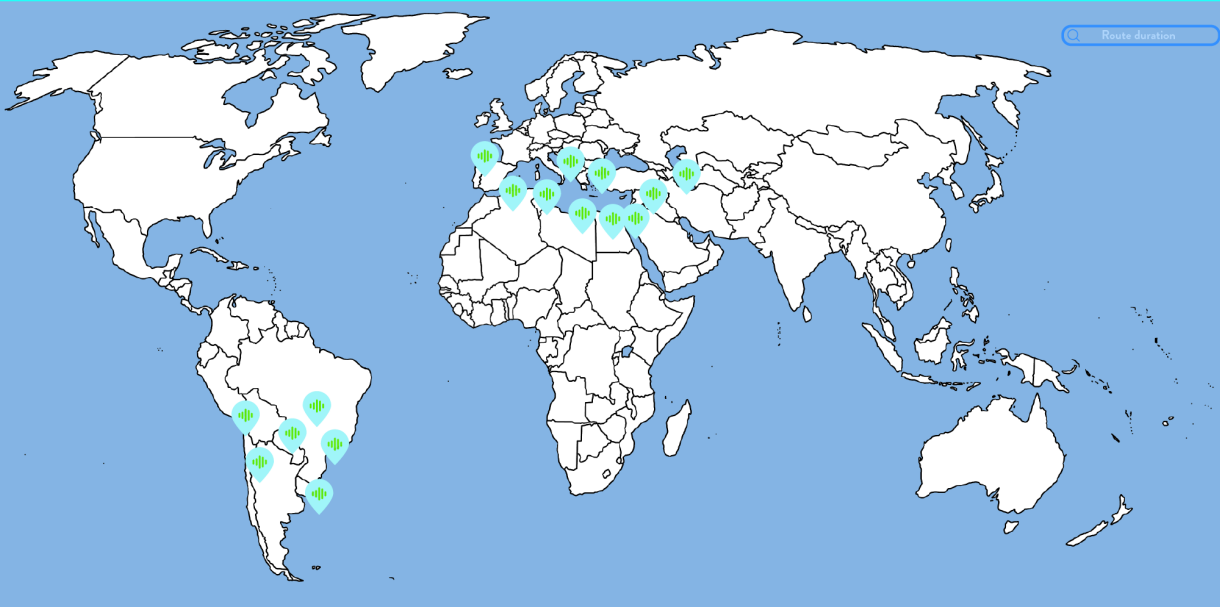
*If you like his way of strorytelling
 GO!

How it works?

1.
Download application

2.
Create your account

3.
Filter route timing

4.
Check the routes that system offers to you

5.
Click the route to see content creator and to know more about the destinations

6.
If you like the route click and start to follow / listen

7.
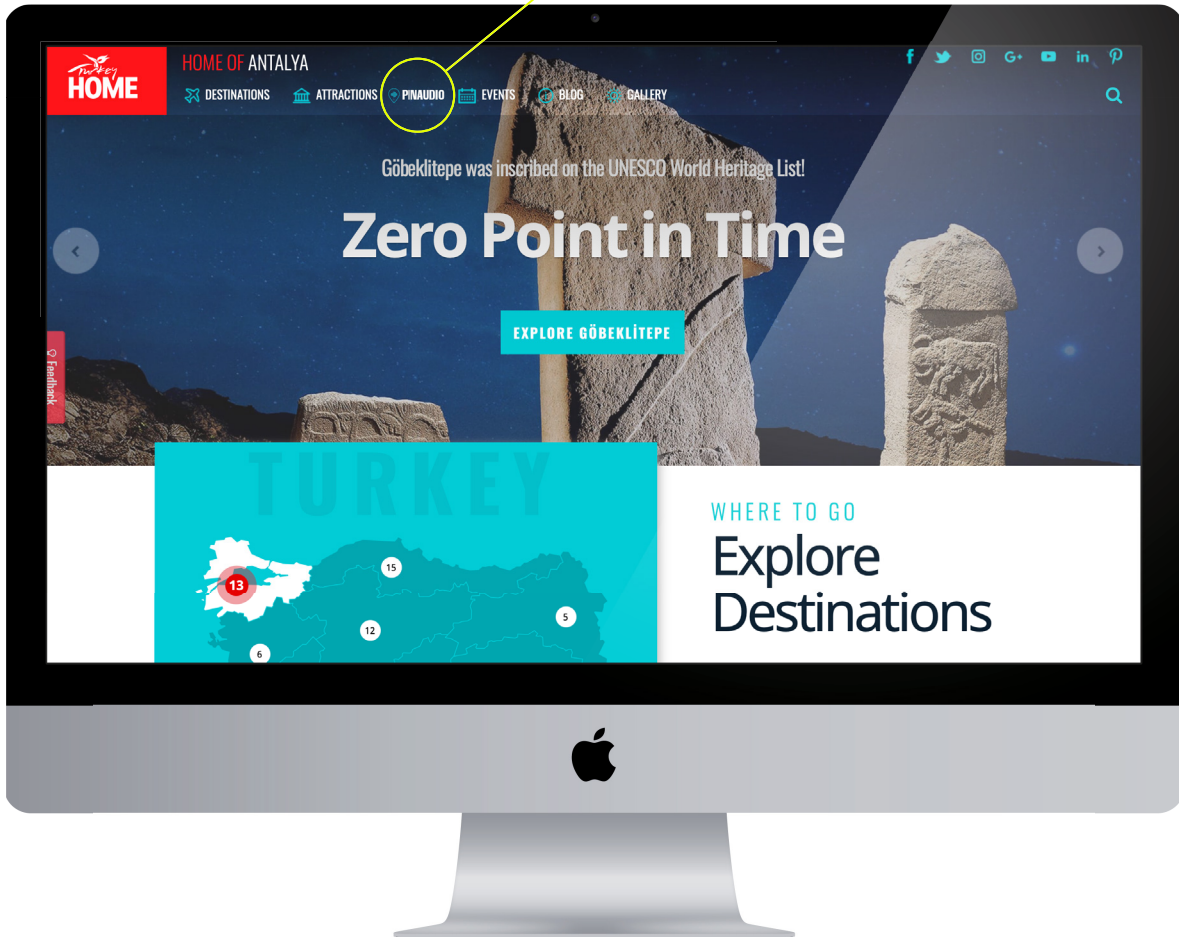First tour is always free.
For the others pay for each hour

Route duration

Traveller	How It Works?	Contact Us	Municipalities
Content Creator	FQA	Help!	

#7
Introduce the map to filter the routes

Pinaudio can be integrated in territorial tourism services with API protocols. As an example we can see Pinaudio in Turkey tourism web site.

How it works?

After integration, Turkey tourism organization allows travellers to use for free and unlimitedly Pinaudio service for all the destinations in Turkey. In this way they provide an open source of experiences to the travellers.

Touch -points

Business Model

#1st Scenario

For the 1st scenario let us consider the **service system map #1**

#Content creators create contents / upload audio tracks.

#Travellers rate (like) them or not.

#Travellers pay fee for the route which they experienced.

#33 % is kept by Pinaudio, 66 % is distributed to the content creators of the listened audios.

#2nd Scenario

For the 2nd scenario let us consider the **service system map #2**

#Pinaudio is integrated in territorial organizations' tourism services with API protocols.

#For that determined country or area **Territorial Organization pays for the service.**

#For that determined country or area Pinaudio service is free for the travellers.

#Content creators create contents / upload audio tracks.

#Travellers rate (like) them or not.

#33 % is kept by Pinaudio, 66 % is distributed to the content creators of the listened audios.

#*FIN*

#*Conclusion*

During the thesis process I had a chance to learn from literature reviews and to observe all the theoretical knowledge compared with real life examples on the field. Approaching the tourism services from a territorial point of view was engaging for me. While exploring 20 different territorial tourism services, I noticed that there is one general informative approach to express their culture and to give clear information about destinations. The structure of all the territorial tourism services which I analysed has been thought to answer to all the possible questions of travellers: "where to go", "what to do", "what to eat", ect. The interesting thing is that even though travellers are searching for this type information, they prefer not to look up territorial tourism pages, despite to the fact they consider these sources as trustable. In fact, there are other touch-points that they are more likely to consult (eg. social media and travel blogs). Out of the territorial tourism services there are a lot of others services which focus on specific need and try to communicate with senses and the memories of travellers.

According to Ringer, **tourism in a particular destination is significantly influenced by people who live temporarily or permanently in that area. In fact, these individuals allow the existence of a local identity and of the cultural patterns of behavior and communication. Moreover, these destination communities, made of both residents and visitors, have the power to adapt and modify tourism, in a way which cannot be separated from culture. This double-sided condensed relationship creates the meaning and the soul of the destination itself.** In the light of Ringer's words, I started to rethink about the touch-points.

I wanted to invite locals, travelers, people who has a connection with this specific destination into the service as touch-points, because no one else could describe the destination or its culture better than them. In addition, open social platforms, the sharing of information, the possibilty to learn from others, are elements which are already infused in our life.

With this awareness, according to my researches and observations I designed Pinaudio Service which can collaborate with territorial tourism services. Keeping the informative approach in territorial tourism services but adding a Pinaudio platform where everybody can share their experiences freely and explore culture by others experiences were the main results of my thesis.

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