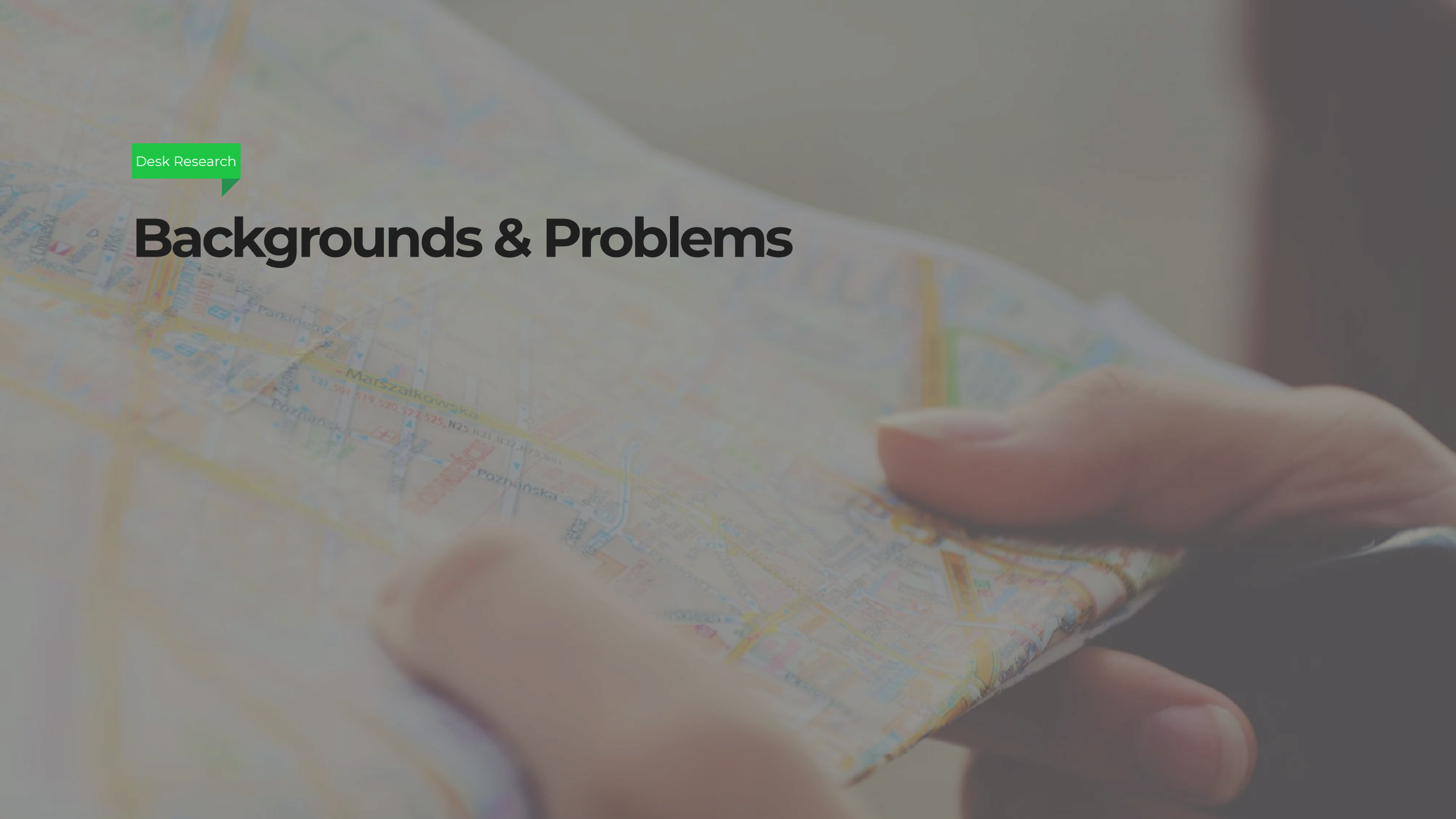
Desk Research

Backgrounds & Problems

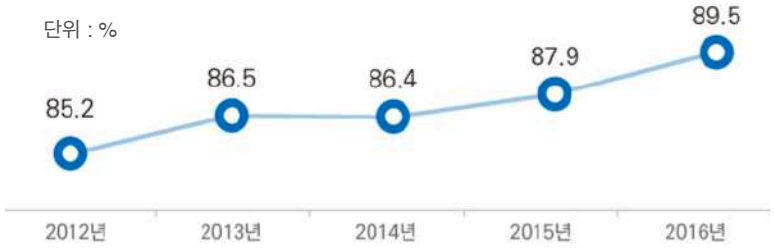


Backgrounds

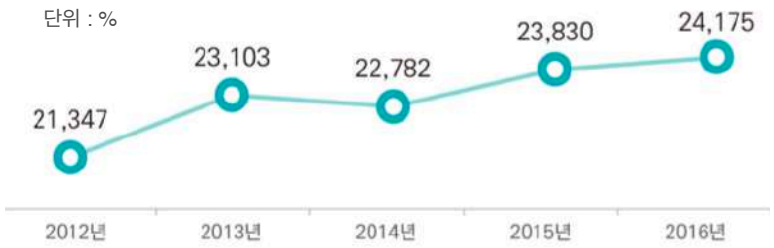
A rise in awareness of domestic travel

According to a report released in 2016 by the Ministry of Culture, Sports and Tourism, the travel rate of Koreans continues to increase.

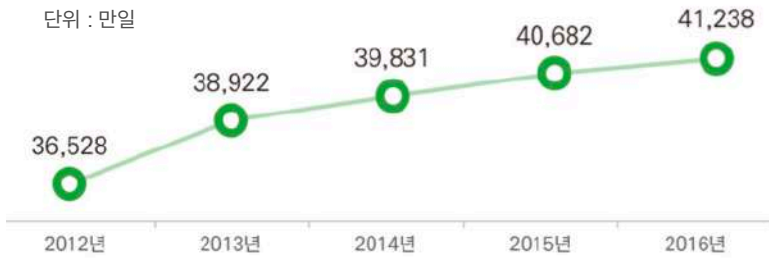
Travel experience rate



Average number of trips per person



Average number of days of travel per person

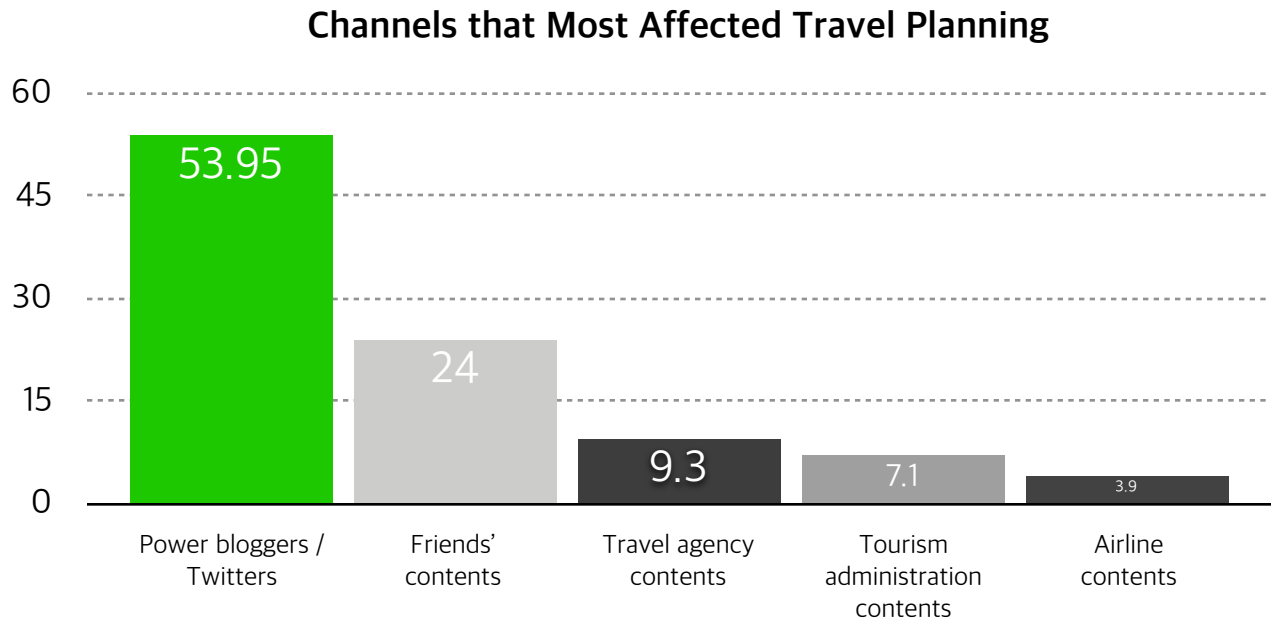


- Ministry of Culture, Sports and Tourism: 2016 National Travel Survey Report

Backgrounds

Factors affecting travel planning

According to a survey by Expedia: social media, especially, Naver's power bloggers' contents, have the greatest impact on travel plans.

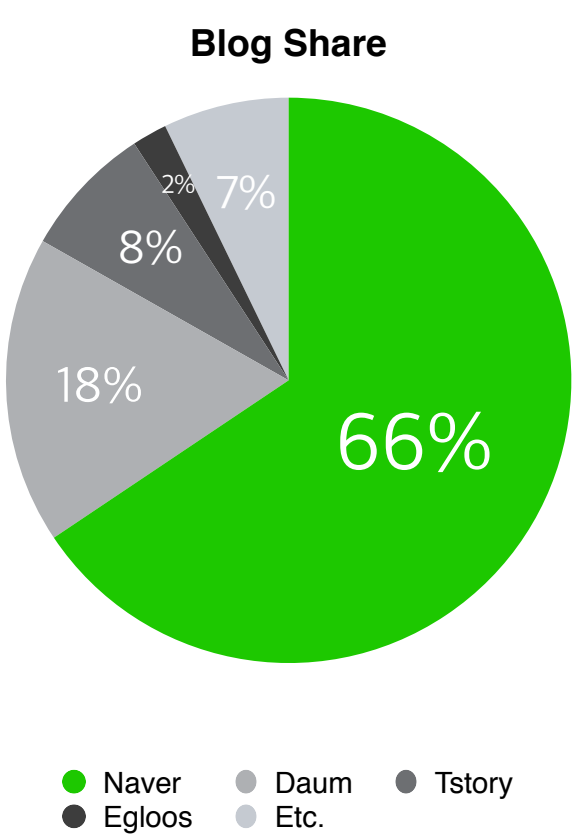


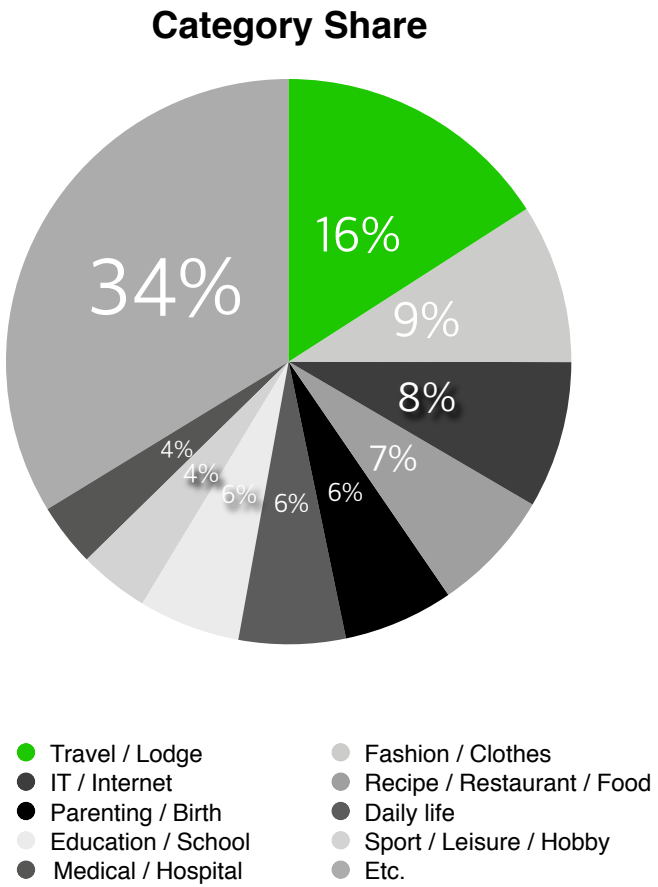
- Expedia 2015

Backgrounds

Travel blog platform

The Korea's largest blog platform is Naver, and people use Naver frequently to search for travel plans.





- Highcharts 2017

Backgrounds

Stakeholders who exchange travel information through Naver



Writer

Share their travel experience to the target audience for business purposes as well as create potential customers. (ex. Power blogger, travel agency, etc.)





Searcher

Search and analyze content to obtain travel information.

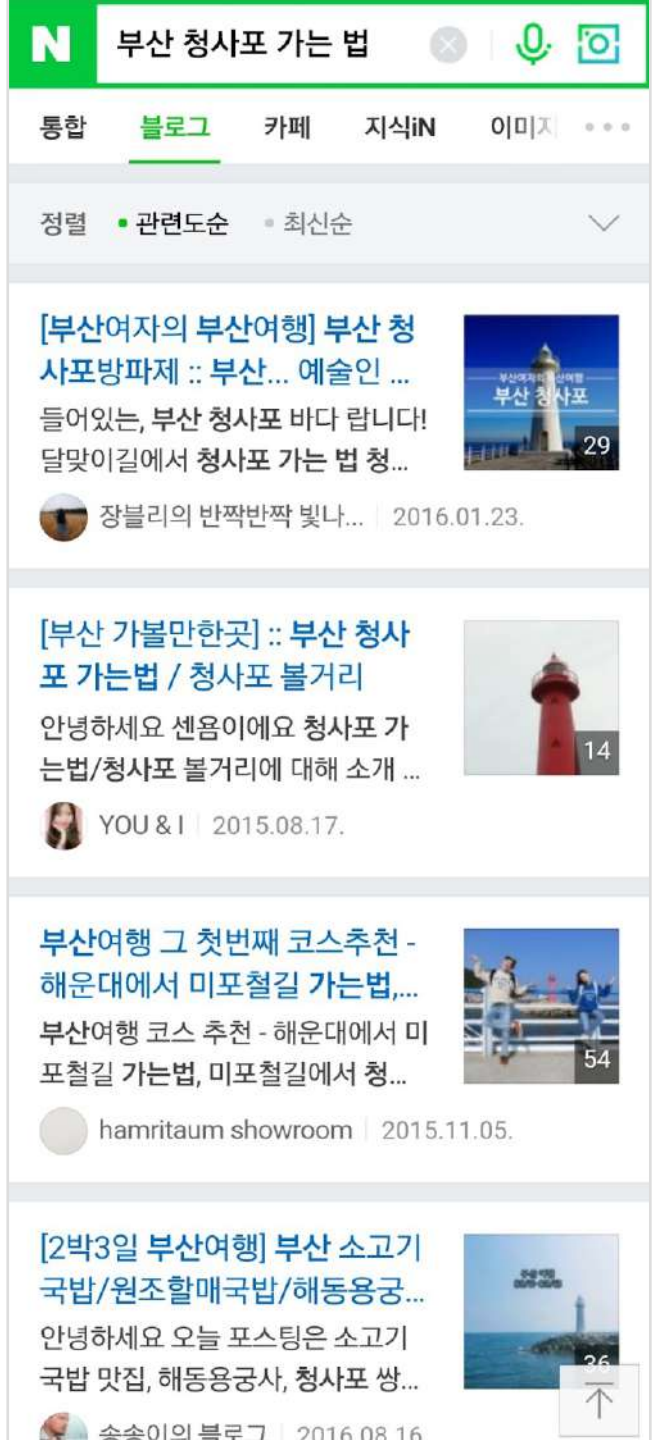
Problems

Searcher

Hard to quickly find the relevant information

Users who search for travel information must enter the content one by one and compare, organize information on their own. It takes a long time to read all the writings that include the author's private talk or appreciation. In addition, the writing may include a lot of commercial information.





Problems

Searcher

Reorganize the information

Searchers have to read abstract information such as 'A little walk' or ‘This road' and organize themselves. Also, they have to spare their time to plan the trip again based on the information.

달맞이길에서 청사포 가는 법

청사포 가는 법 어렵지 아니여
그냥 빨강 하양 등대만
보고 밑으로 내려가면 된답니다!>_<

자세히 안내하자면-

달맞이 길에서 브런치를 먹고
공영주차장 쪽(문탠로드종점) 으로
조금만 걸으면
이렇게 **아래에 추락위험 팻말**이 보여요.



엄청 사실적인 추락위험...ㄷㄷ

요 길을 따라 조금만 내려가면



이렇게 v라인으로 등장하는 바다와,
꼭 대학 캠퍼스 안에 작은 마당같은
어울마당이 보인답니다.

저어기 옆에는 화장실도 있고요.



화장실 앞쪽으로 내려온 다음
우리는 **동해남부선 푯말**을 따라

오솔길을 내려가다 보면
청사포로 바로 갈 수 있답니다!

(소요시간 약 10분)

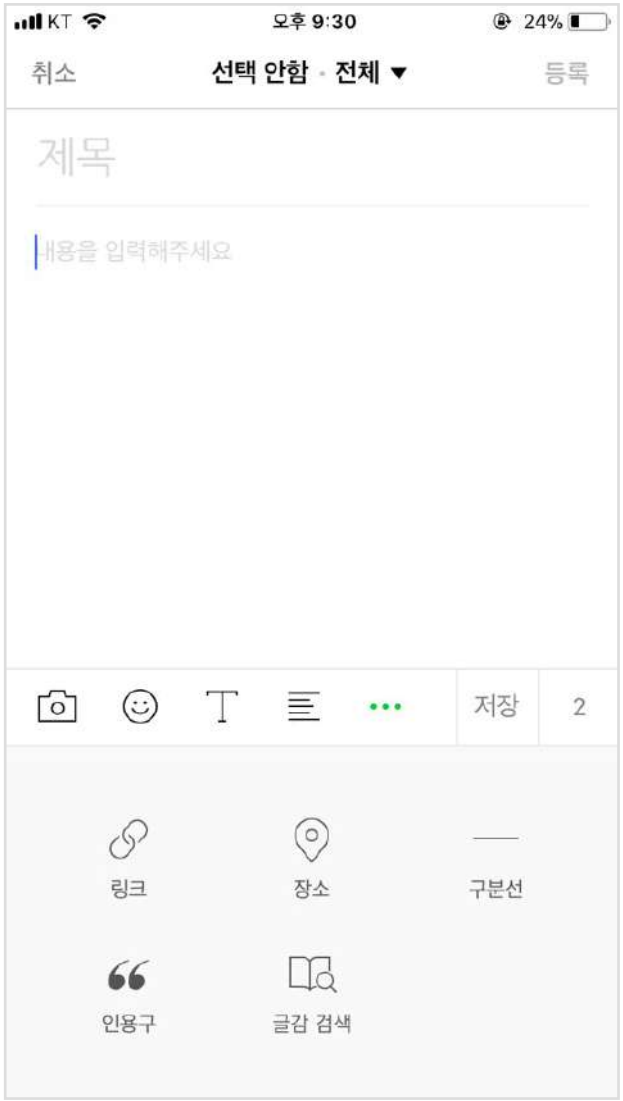


Problems

Writer

Cannot display more than two places

Writers have to mark the places individually. A map can only display one place at a time.





Problems

Writer

Inconvenient to mark the travel route

To explain the route of the trip, writers often have to use other tools such as Photoshop and Paint to draw a route.



Review Matrix

Review Matrix

- The focus is on exploration rather than the creation of information.
- Lack of writing and sharing information.
- Maps were merely indicators of data display rather than active intermediaries of information use.

	Compare Travel Information Apps	Information Usage Focus			Use Map	Path Indicator	Filter	Map Utilization	Additional Information
		Write	Search	Share					
	Google Trips		o		o	o	Day, Morning, Afternoon, Week	Pin - related information card	User tracking, Using the database
	Earthtory		o		o		Features of Place(19)	Pin - point mark	Clip a place to add it as my place
	WishBeen	o	o	o	o		Features of Place(5)	Pin - point mark and path	Automatically display information on the map as you scroll
	Travel Note	o	o				Domestic, Overseas, Video, Travel journal / Essay	x	
	Trip Advisor		o	o	o		Features of Places(3) Road, Traveler's assessment	Pin - related information card	User tracking, Maps by date
	Trip		o	o	o		Features of Places(3) Opening Time	Pin - related information card	Diversification of pin icons

Field Research

Survey & Interview



Survey

Total number of respondents: 193



Searcher Interview

L : 20s
P : 20s
K : 20s



Writer Interview

S : 20s travel blogger
O : 30s restaurant power blogger
D : 20s restaurant blogger
(+ Observation)
Y : 20s travel blogger (+ Observation)
K : 20s travel blogger (+ Observation)

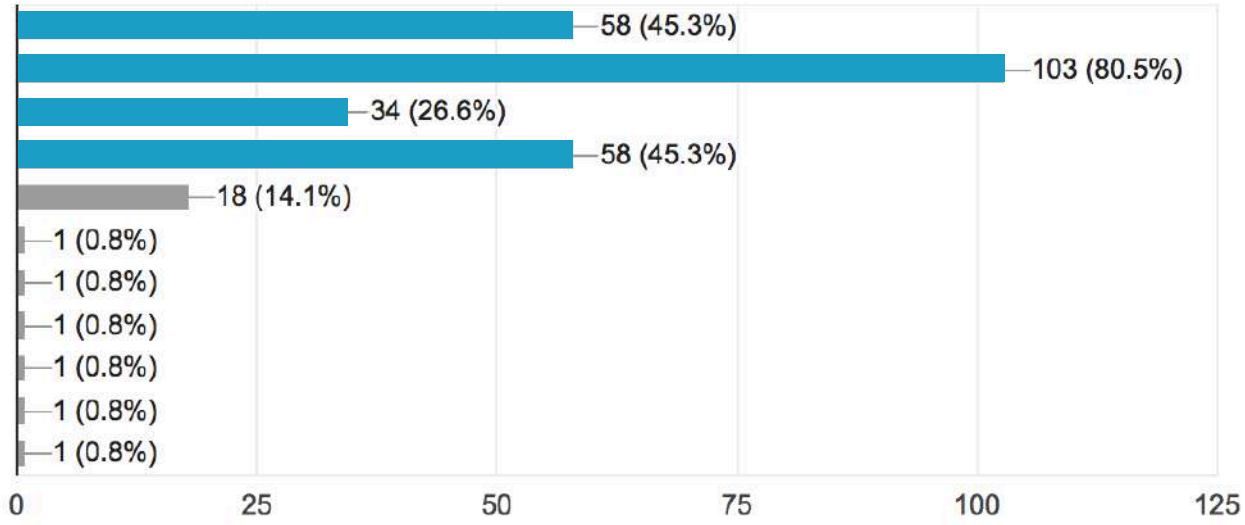


Survey

Searcher

Total number of respondents: 128

68% of the users who searched travel information through Naver blog said they had an uncomfortable experience when searching travel information through Naver blog.



There are many advertising articles (+banner ads)	**80.5%**
Too much subjective information, emoticons, etc.	**45.3%**
Visiting several blogs	**45.3%**
Post content unrelated to search or hashtags	**26.6%**
Unsatisfied design	14.1%

Separates objective and subjective information so that users can easily access the information they want.

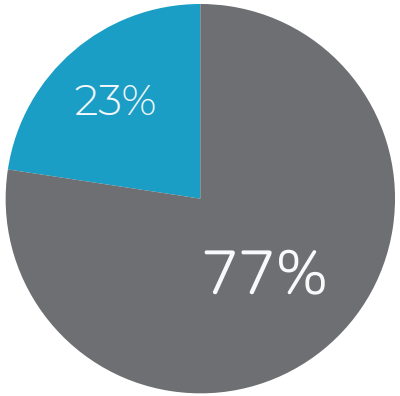
Other: I'd like to see all the information related to my travel plan, but it's inconvenient to find all the other posts since one post only covers one place.

Survey

Searcher

Total number of respondents: 128

Q. When you see travel information from the blog, do you get help from the attached map?



Simple information only

Marks with pin

Difficult to identify nearby attractions

Map shows only one place

Use a blog to check location check, but use a map to search for directions (Google Maps for Overseas)

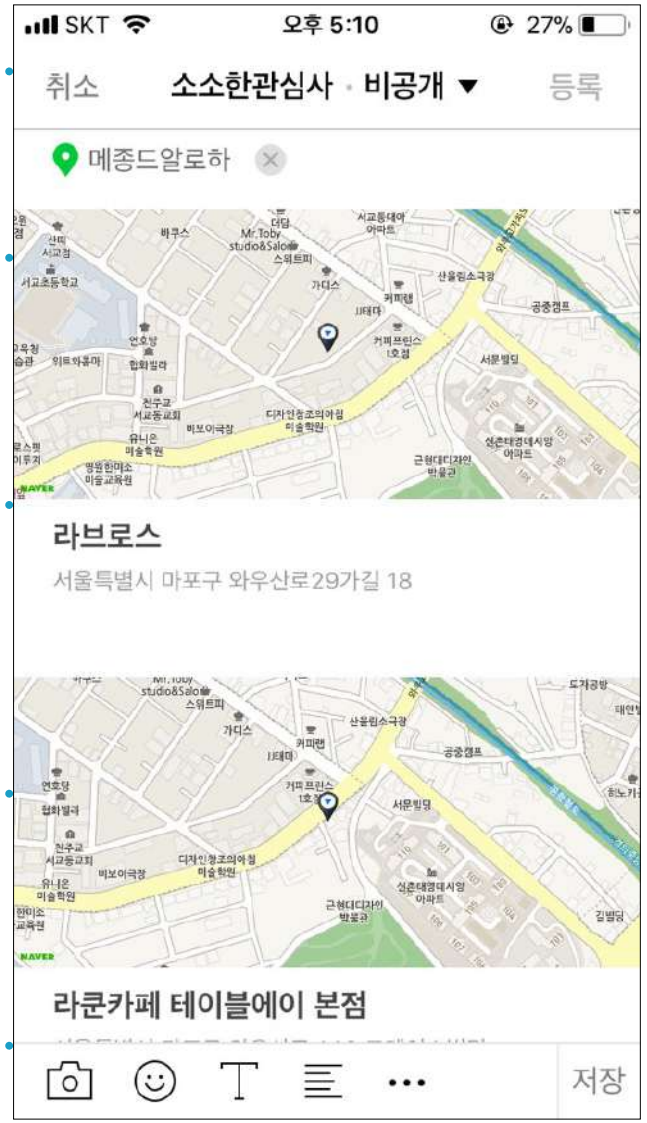
Can not search direction via blog

Subjective indicators are not available on the map

Unable to display all information within Naver Editor's map

UI Problem

Low accuracy of interface. Small in size and touch discomfort.



Interview

Writer

Unregistered places can’t mark on the map, and the map function itself is troublesome in Naver blog editor.

Restaurant blogger O

“Unregistered places are inconvenient to display on the map.”

“Auto tracking sounds convenient.”

“People are interested in cheap things, shopping tips, etc. at tourist destinations.”

Restaurant blogger D

“I had to take turns checking two different screens since the response web is only available on the web and not on the app.”

“I didn't use the map feature in Naver blog because it is difficult to use.”

"The bloggers' subjective information might help.”

Travel blogger S

“I hope many pretty templates and interfaces will be provided so that I can write like a diary.”

“It would be convenient if there are automatic tracking and photo classification functions.”

"I want to see UI that shows various information such as check list, to do list, shopping list etc.”

“It’s inconvenient to pinpoint unregistered place at the map.”

Travel blogger Y

“It's good to communicate through comments.”

“I repeat Keywords to increase search inflow.”

“Inconvenience of marking the places.”

“Need more various UI, automatic tracking capabilities.”

“I hope people read the article instead of just looking at the information.”

Interview

Searcher

I want to find and save the necessary information from the posts. Also want to save the route and see the priority information on the map first.

Searcher L

"I wish the map had the ability to save the route."

"I wish the map had a memo function."

"There was a lot of overlapping information and it was inconvenient to keep looking at similar content."

Searcher P

"Each blog post had a lot of overlapping information and limited information was provided."

"Blogging seems to have a high characteristic of advertising."

"Check the preview first and capture only the part where the useful information is shown."

Searcher K

"It was inconvenient because I had to read personal information that I didn't want to know and catch only the necessary information in it."

"If the location is specified, I attach it to Google Maps and save it as a pin."

"It would be nice to have all the routes that you like."

Searcher J

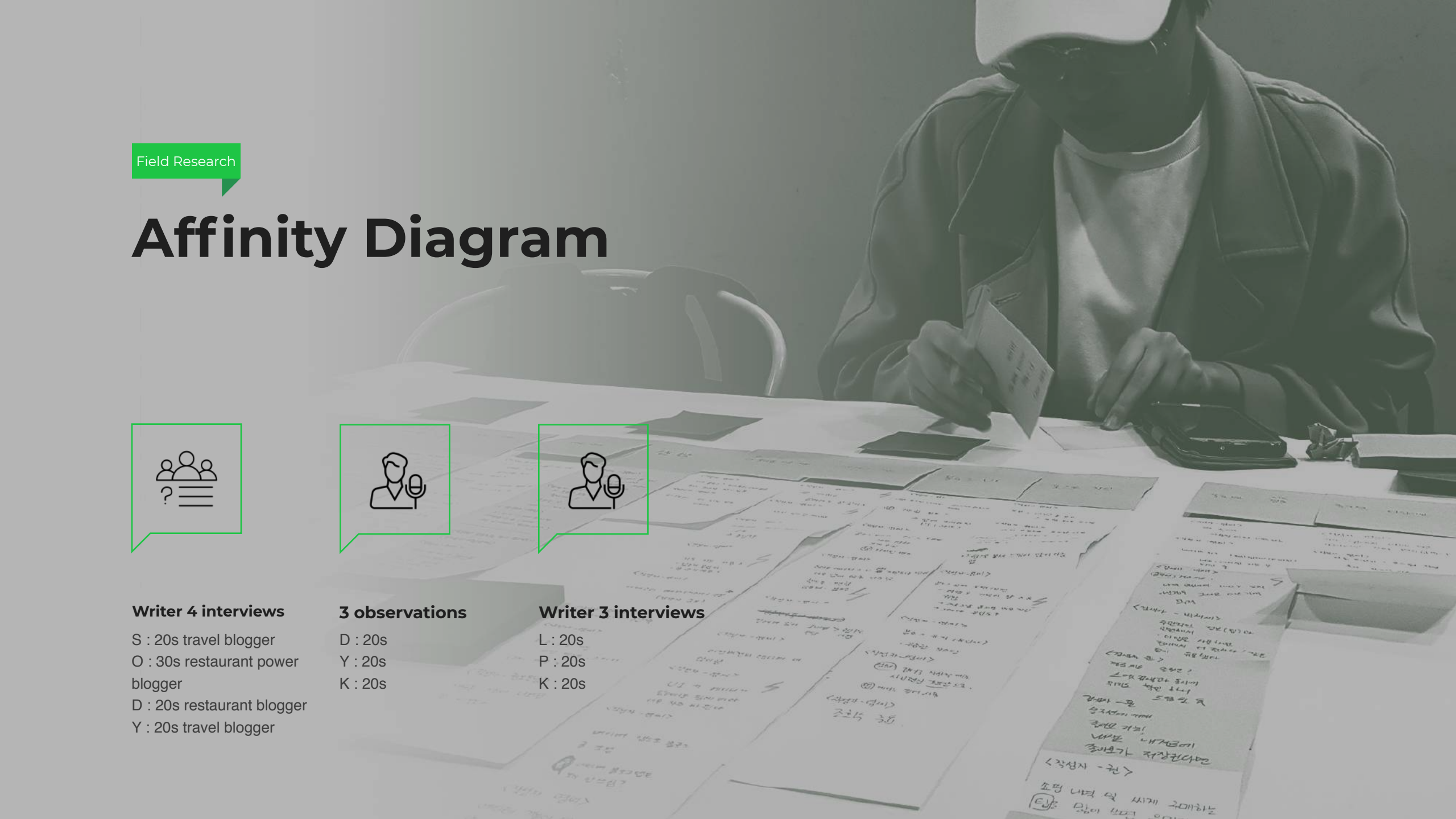
"Inconvenient to visit several blogs and posts."

"It is inconvenient to write down the information in a notebook by hand."

"There are so many advertisements that makes hard to pick out the exact keywords."

Field Research

Affinity Diagram



Writer 4 interviews

S : 20s travel blogger
O : 30s restaurant power blogger
D : 20s restaurant blogger
Y : 20s travel blogger

3 observations

D : 20s
Y : 20s
K : 20s

Writer 3 interviews

L : 20s
P : 20s
K : 20s

Field Research

Affinity Diagram

Writer

Method of Travel Record

- The difficulty and annoyance of consistently writing posts

Writing Posts

- List pictures to make routes
- Check pictures to refresh memory

Blog UI

- Hard to make beautiful web posting
- Editor UI changes too often
- A lot of functions in the editor, but it's hard to find

Edit Function

- Hard to find # function
- Hard to find map function
- Use illustrator / photoshop or just write to pinpoint the place at the map
- Describes the path and map separately
- Difficult to attach maps to each place, so use only the representative place
- Any place not listed on the map should be named after random designation

Searcher

Travel Plan

- Bookmark is not categorized

- Look for interesting areas on Naver, but check the streets with Google Maps

Saving Information

- Naver does not have the ability to share the saved locations
- Capture and save helpful information
- Use Naver to search information and put it in Google Maps'
- Send link to Kakaotalk (Korean messenger) to save the place

Navigate Information

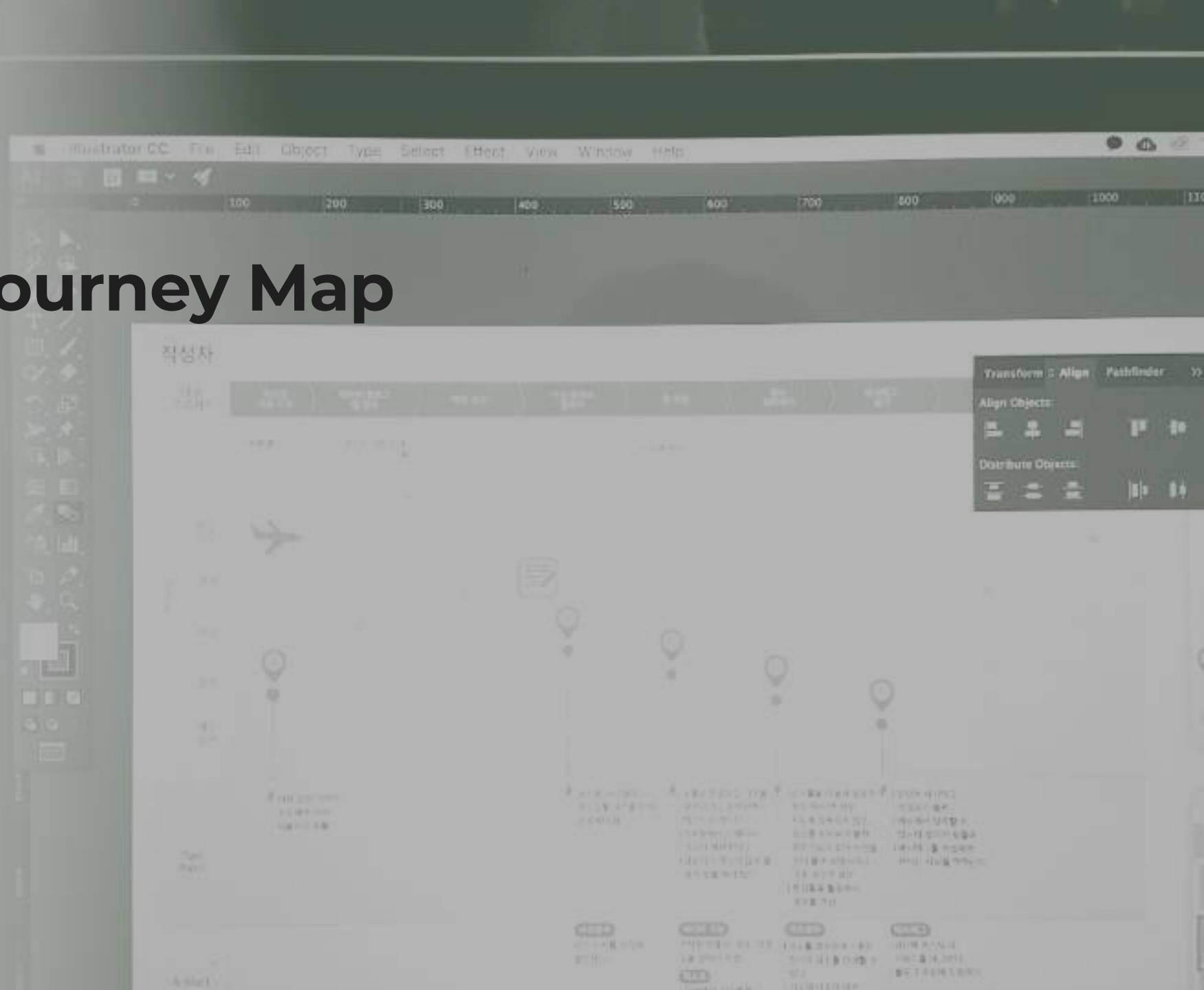
- Use Google Map to search detailed and exact information
- A lot of subjective information makes it less reliable and difficult to find
- Have to select information after researching from various sites
- There's a lot of overlapping information between blogs
- Look at the content in a preview and filter it out

Utilize Information

- Embarrassed because the road is under construction
- Too lazy to search every time, so print it out and took it

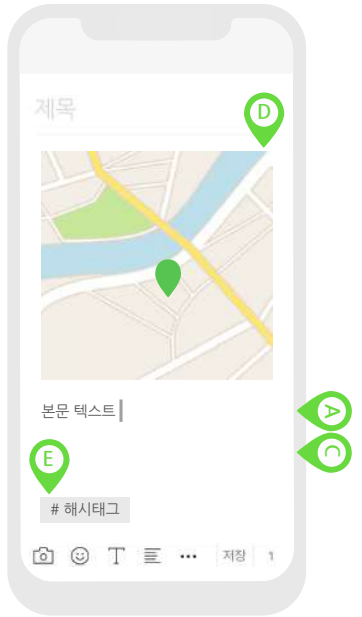
Modeling

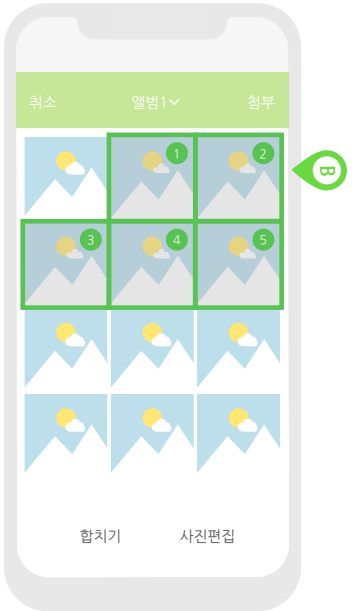
Customer Journey Map & Artifact



Writer's Model

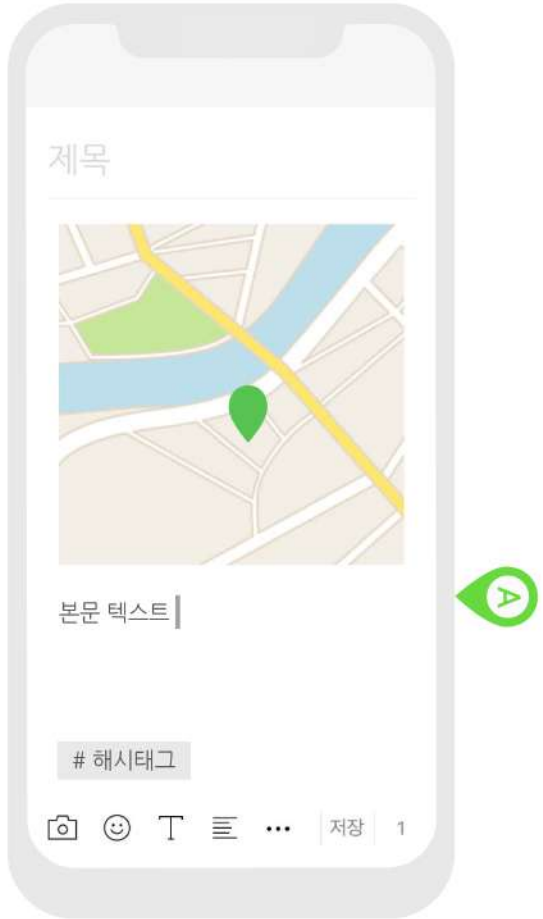
여정 프로세스	포스팅 내용 구상	네이버 블로그 앱 접속	제목 쓰기	사진 추려서 올리기	글 작성	장소 첨부하기	해시태그 달기	포스팅 완료	방문자 유입 키워드, 피드백 등 확인
	여행 중	포스트 작성 시작	작성 중 반복						
Pain Point	여행 갔던 기억이 흐릿해져 다시 떠올리기 힘듦			장소별, 시간별로 포스팅할 사진을 다시 분류해야 함	| 교통관련 정보는 기억을 살려내거나 검색하면서 텍스트로 적는다 | 모바일에서는 에디터 기능이 제한적이다 | 정보가 기억나지 않아 쓸 말이 없을 때가 많다	| 장소들을 이용해 일일이 장소 여러 번 첨부 | 지도에 등록되지 않은 장소를 첨부하기 불편 | 경로기능이 없어 사진을 이어 붙여 설명하거나 대표 장소만 첨부 | 편집툴을 활용해서 경로를 작성	| 일일히 해시태그 작성하기 불편 | 메뉴에서 입력할 수 있는데 찾기가 힘들어 | 해시태그를 작성해야 한다는 사실을 까먹는다	
Artifact				사진첨부 사진 순서를 지정해 첨부한다.	에디터 기능 주제별 템플릿, 경로, 일정 등을 웹에서 작성. 텍스트 | 단락별로 자유롭게 작성한다. | 전체 텍스트 컨트롤이 힘들다.	지도첨부 | 지도를 첨부하여 1개의 핀으로 장소를 안내할 수 있다. | 지도에 나오지 않은 장소는 직접 핀을 찍고 이름을 붙인다.	해시태그 | 하단에 포스팅 내 키워드를 태그한다. | 블로그 유입에 도움된다.		
Customer Thinking	타임라인 기능이 있었으면 좋겠다(자동 트래킹)	찾은 경로를 저장해서 불러올 수 있는 기능이 있었으면 좋겠다.		자동으로 갔던 장소와 시간에 따라 사진을 분류해 주는 기능이 있었으면 좋겠다.		| 2개이상의 장소, 경로를 표시할 수 있는 기능이 있었으면 좋겠다. | 지도에 등록되지 않은 장소를 표시할 수 있는 기능이 있었으면 좋겠다.	작성 포스트의 텍스트를 분석해 해시태그를 자동으로 추천해 주는 기능이 있었으면 좋겠다.		

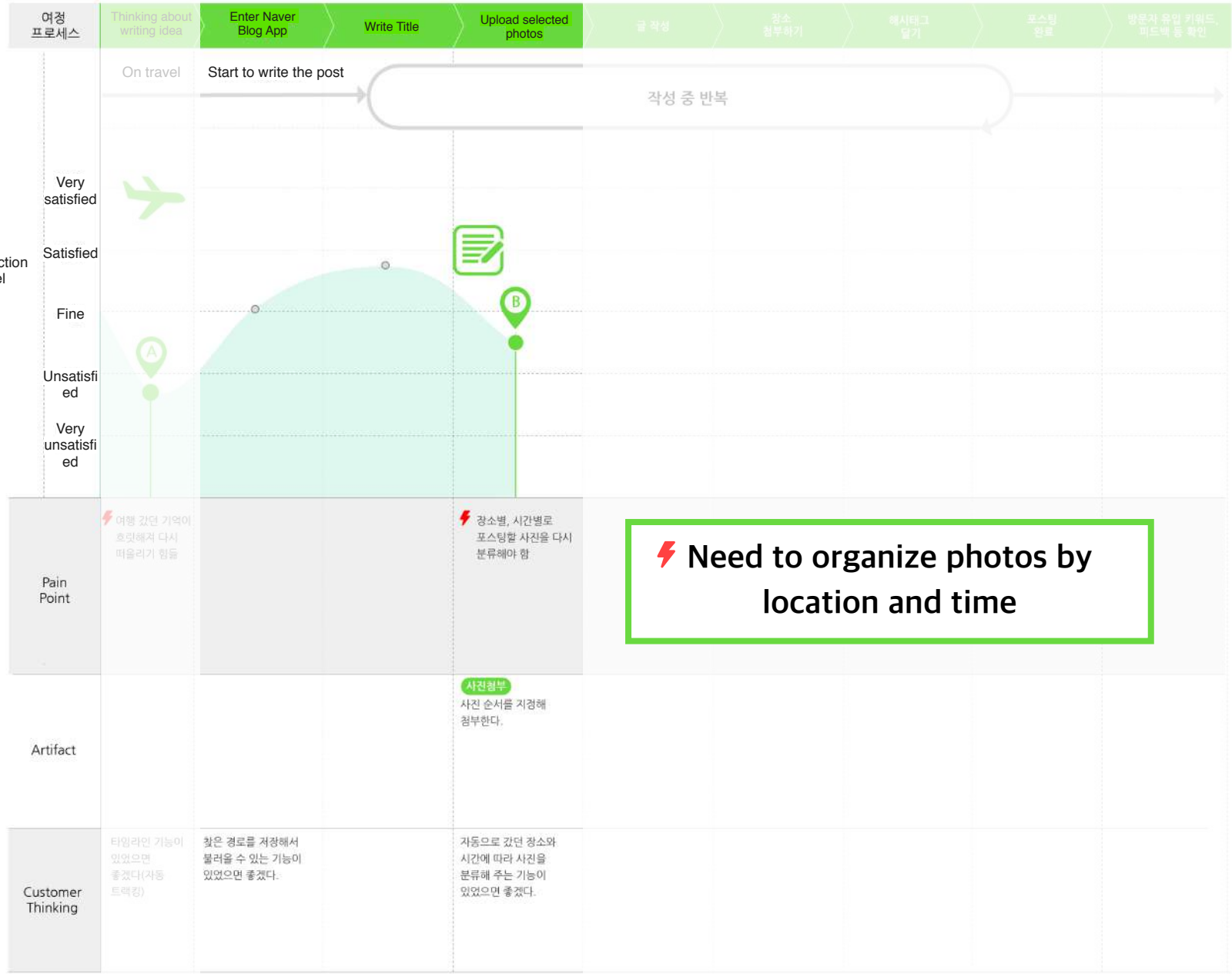




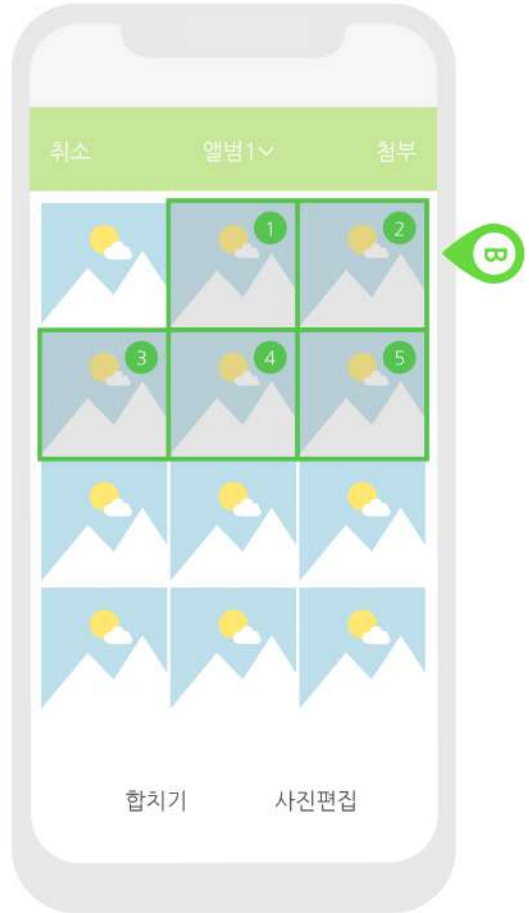
여정 프로세스	Thinking about writing idea	네이버 블로그 앱 접속	제목 쓰기	사진 추려서 올리기	글 작성	장소 첨부하기	해시태그 달기	포스팅 완료	방문자 유입 키워드, 피드백 등 확인
	On travel	포스트 작성 시작	작성 중 반복						
Satisfaction level: Very satisfied									
Satisfied									
Fine									
Unsatisfied									
Very unsatisfied									
Pain Point	여행 갔던 기억이 흐릿해져 다시 떠올리기 힘듦								
Artifact									
Customer Thinking	타임라인 기능이 있었으면 좋겠다(자동 트래킹)								

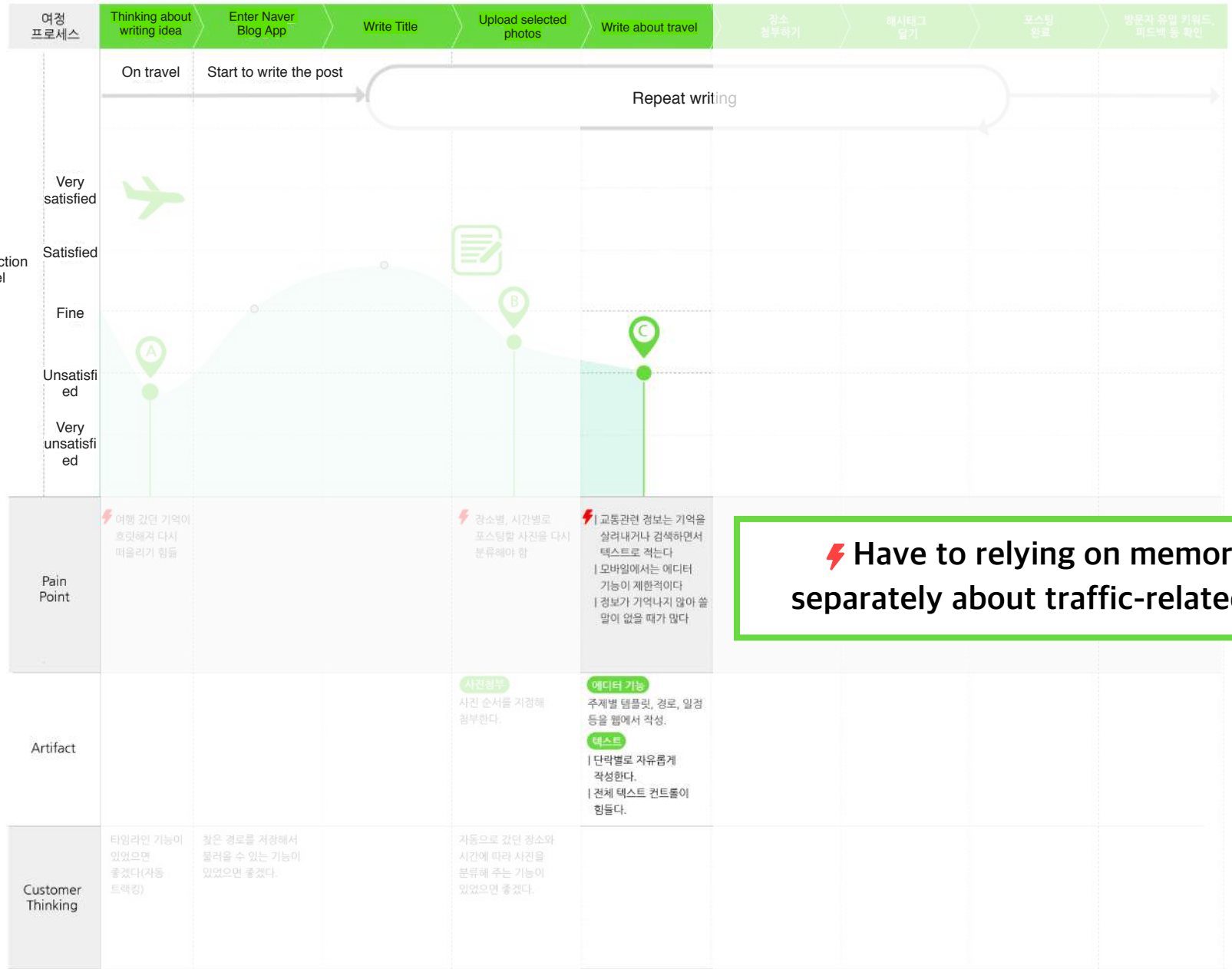
Difficult to recall travel memories when writing the post on blog



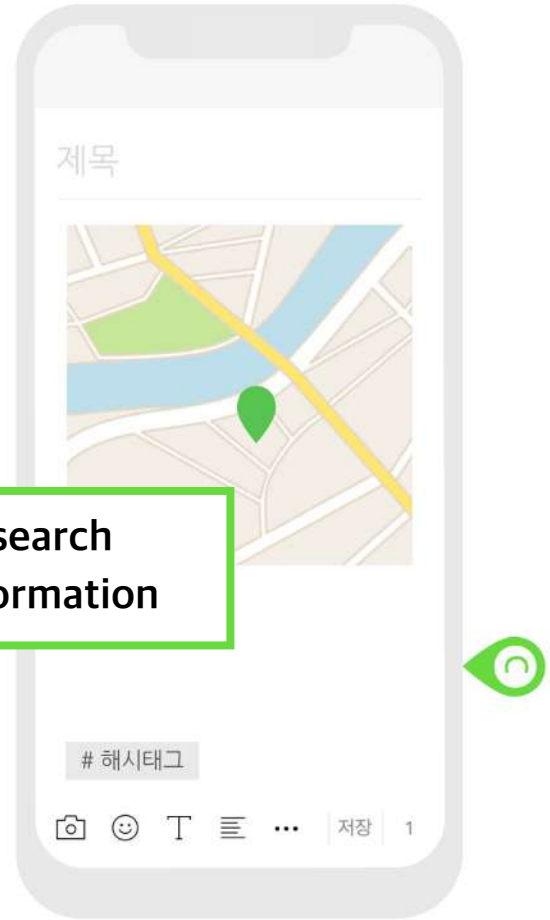


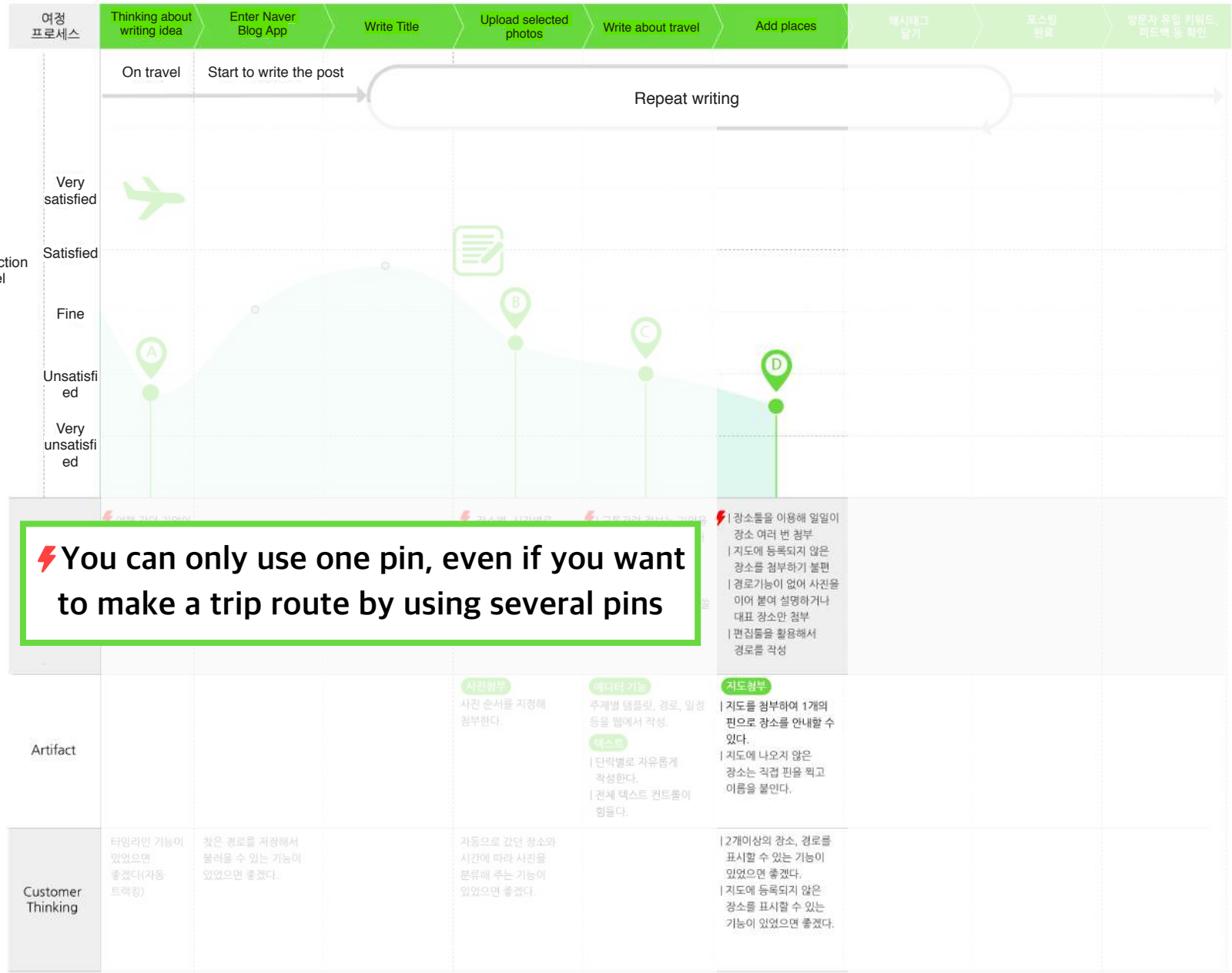
Need to organize photos by location and time

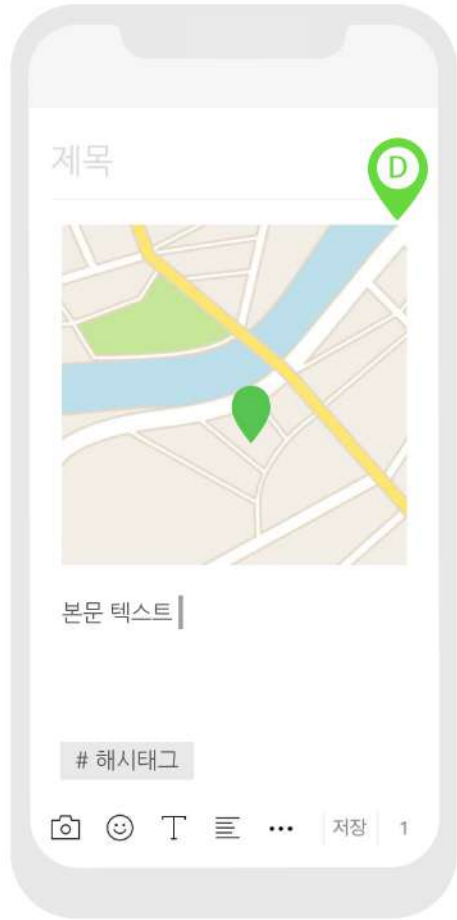


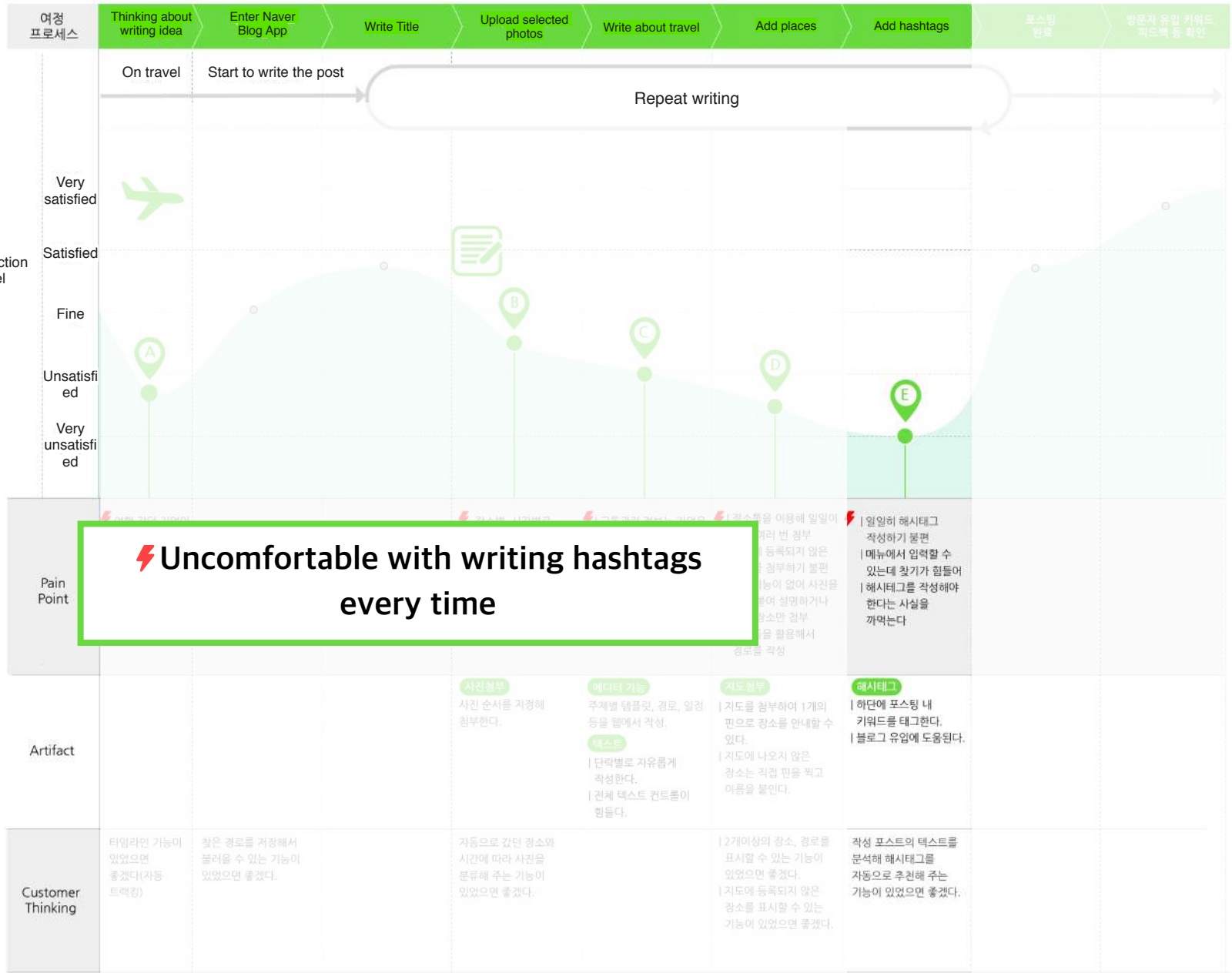


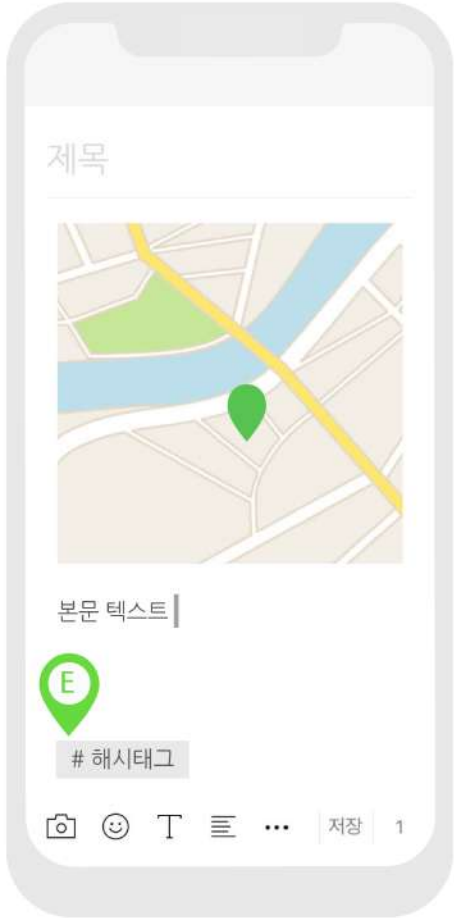
Have to relying on memory or search separately about traffic-related information




여정 프로세스
Thinking about writing idea
Enter Naver Blog App
Write Title
Upload selected photos
Write about travel
Add places
On travel
Start to write the post
Repeat writing
Satisfaction level
Very satisfied
Satisfied
Fine
Unsatisfied
Very unsatisfied
A
B
C
D
You can only use one pin, even if you want to make a trip route by using several pins
| 장소들을 이용해 일일이 장소 여러 번 첨부
| 지도에 등록되지 않은 장소를 첨부하기 불편
| 경로기능이 없어 사진을 이어 붙여 설명하거나 대표 장소만 첨부
| 편집툴을 활용해서 경로를 작성
Artifact
지도첨부
| 지도를 첨부하여 1개의 핀으로 장소를 안내할 수 있다.
| 지도에 나오지 않은 장소는 직접 핀을 찍고 이름을 붙인다.
Customer Thinking
| 2개이상의 장소, 경로를 표시할 수 있는 기능이 있었으면 좋겠다.
| 지도에 등록되지 않은 장소를 표시할 수 있는 기능이 있었으면 좋겠다.

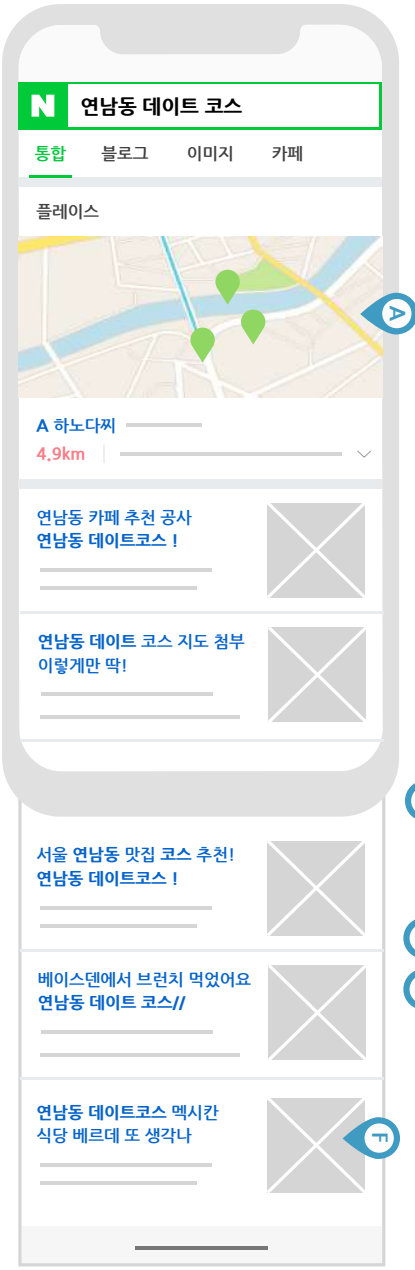

제목
D
본문 텍스트
해시태그
저장
1


여정 프로세스
Thinking about writing idea
Enter Naver Blog App
Write Title
Upload selected photos
Write about travel
Add places
Add hashtags
포스팅 완료
방문자 유입 키워드, 피드백 등 확인
On travel
Start to write the post
Repeat writing
Satisfaction level
Very satisfied
Satisfied
Fine
Unsatisfied
Very unsatisfied
A
B
C
D
E
Pain Point
Uncomfortable with writing hashtags every time
| 일일히 해시태그 작성하기 불편
| 메뉴에서 입력할 수 있는데 찾기가 힘들어
| 해시테그를 작성해야 한다는 사실을 까먹는다
Artifact
사진첨부
사진 순서를 지정해 첨부한다.
에디터 기능
주제별 템플릿, 경로, 일정 등을 웹에서 작성.
텍스트
| 단락별로 자유롭게 작성한다.
| 전체 텍스트 컨트롤이 힘들다.
지도첨부
| 지도를 첨부하여 1개의 핀으로 장소를 안내할 수 있다.
| 지도에 나오지 않은 장소는 직접 핀을 찍고 이름을 붙인다.
해시태그
| 하단에 포스팅 내 키워드를 태그한다.
| 블로그 유입에 도움된다.
Customer Thinking
타임라인 기능이 있었으면 좋겠다(자동 트랙킹)
찾은 경로를 저장해서 불러올 수 있는 기능이 있었으면 좋겠다.
자동으로 갔던 장소와 시간에 따라 사진을 분류해 주는 기능이 있었으면 좋겠다.
| 2개이상의 장소, 경로를 표시할 수 있는 기능이 있었으면 좋겠다.
| 지도에 등록되지 않은 장소를 표시할 수 있는 기능이 있었으면 좋겠다.
작성 포스트의 텍스트를 분석해 해시태그를 자동으로 추천해 주는 기능이 있었으면 좋겠다.

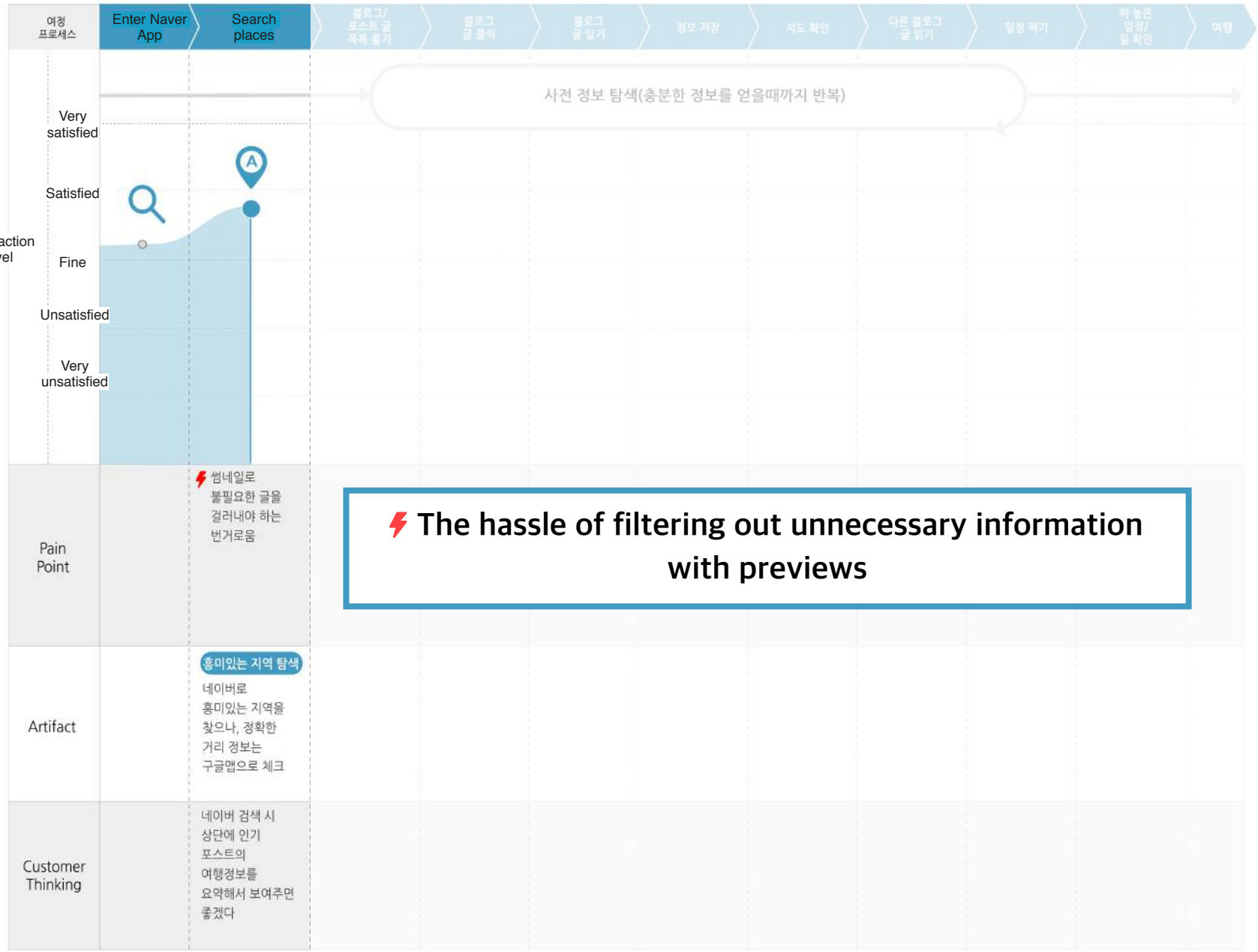

제목
본문 텍스트
E
해시태그
저장
1

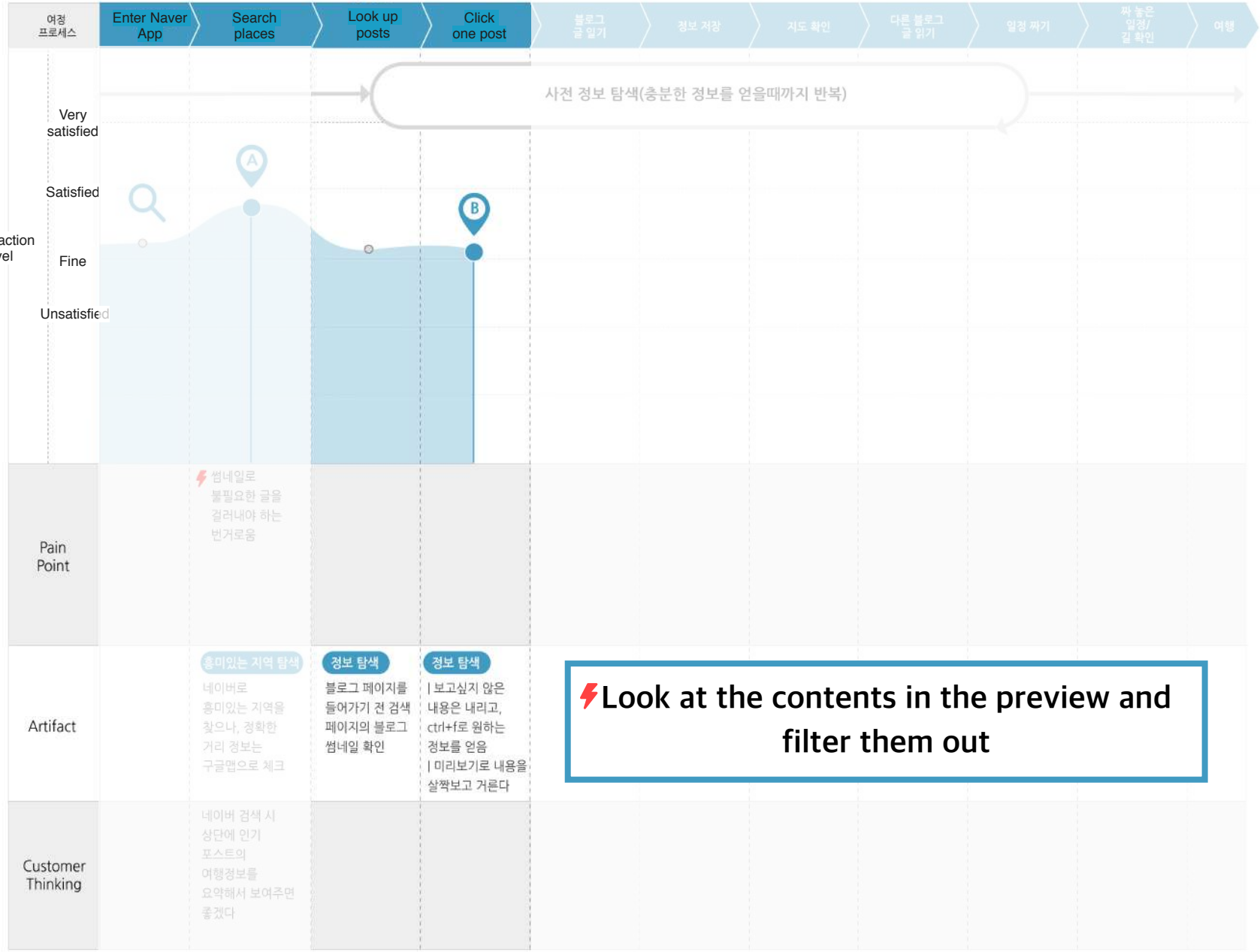
Searcher's Model

여정 프로세스	네이버 앱 접속	여행지 검색	블로그/ 포스트 글 목록 훑기	블로그 글 클릭	블로그 글 읽기	정보 저장	지도 확인	다른 블로그 글 읽기	일정 짜기	짜 놓은 일정/ 길 확인	여행
만족도	사전 정보 탐색(충분한 정보를 얻을때까지 반복)										
Pain Point		썸네일로 불필요한 글을 걸러내야 하는 번거로움			관련 없는 내용 중 원하는 정보를 추리는 것이 불편	캡쳐, 링크 전송, 구글맵에 복붙, 메모로 정보 저장해야하는 불편함		여러 블로그 글을 읽어야 하고, 겹치는 내용을 걸러야 하는 것이 불편	| 네이버로 찾은 관심 지역을, 구글맵으로 거리 체크&루트짜기 | 정확한 정보 추가 검색. | 동행자와 정보 공유하는 것이 불편	일정에 넣은 장소를 하나하나 지도 앱으로 검색해야 함	
Artifact		흥미있는 지역 탐색 네이버로 흥미있는 지역을 찾으나, 정확한 거리 정보는 구글맵으로 체크	정보 탐색 블로그 페이지를 들어가기 전 검색 페이지의 블로그 썸네일 확인	정보 탐색 | 보고싶지 않은 내용은 내리고, ctrl+f로 원하는 정보를 얻음 | 미리보기로 내용을 살짝보고 거른다	정보 탐색 주관적 정보가 너무 많을 시, 글의 신뢰도가 떨어짐	정보 공유 도움되는 내용은 바로 캡쳐해서 저장하거나 링크를 카톡으로 보내 저장함	지도 | 블로그 내 지도로 위치확인. | 맵 숙소나 관광지의 정확한 위치를 찾을 때는 구글맵 이용	흥미있는 지역 탐색 블로그끼리 겹치는 정보가 많아 겹치는 것을 봐야함		지도 | 길이 공사중이거나 갔을 때 해당 매장이 없는 경우가 있다. | 부정확한 GPS	
Customer Thinking		네이버 검색 시 상단에 인기 포스트의 여행정보를 요약해서 보여주면 좋겠다			중요한 정보만 한번에 확인할 수 있었으면 좋겠다	| 원하는 정보를 더 편리하게 저장하고 싶다. | 북마크를 카테고라이징해서 저장할 수 있는 기능이 있으면 함.	| 장소 표시 기능과 길찾기 기능이 연동되었으면 좋겠다. | 계획을 쉽게 공유할 수 있었으면 좋겠다.	핵심적인 정보가 먼저 표시되었으면 좋겠다.		찾은 경로를 저장해서 불러올 수 있는 기능이 있었으면 좋겠다	



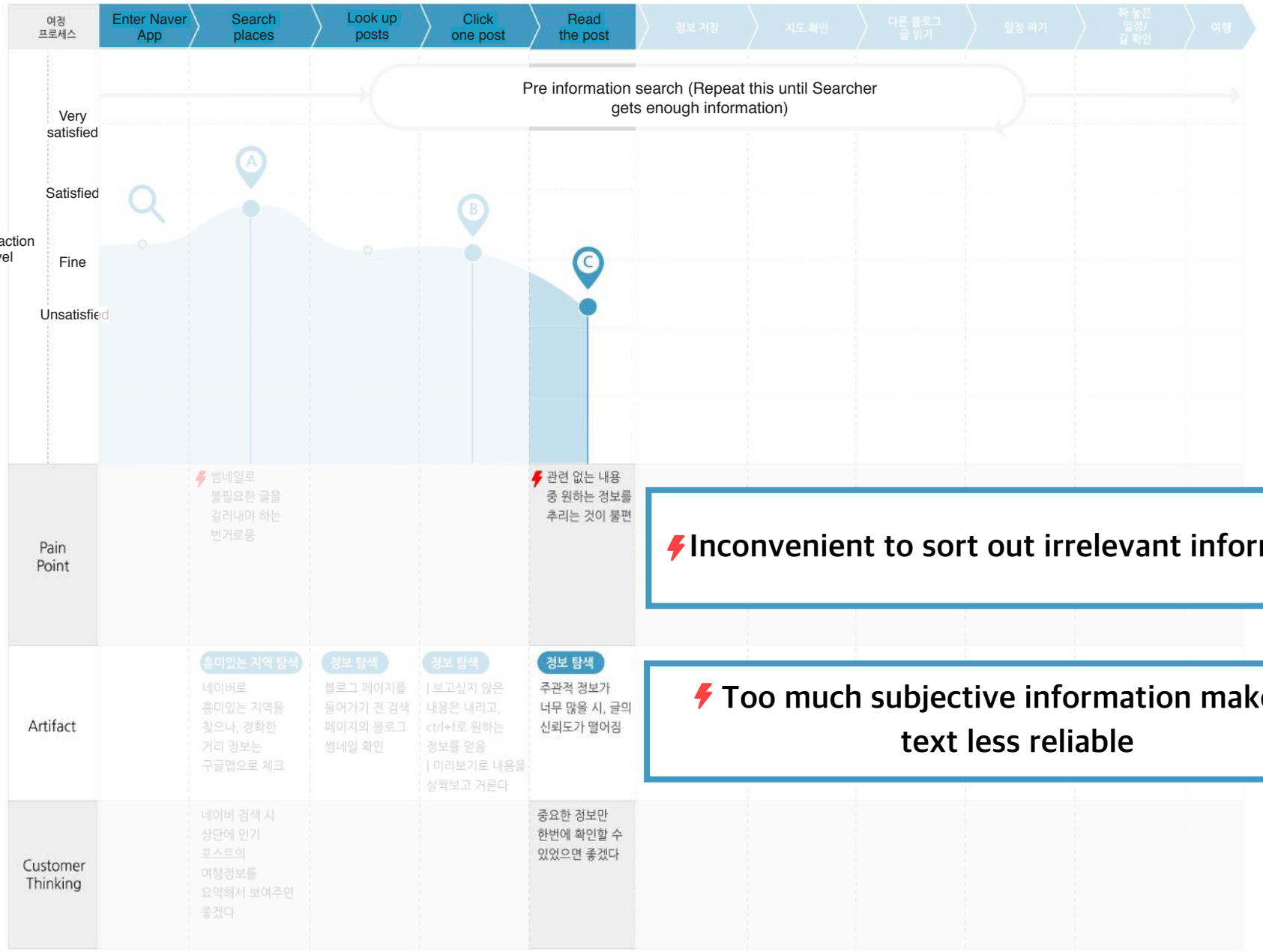


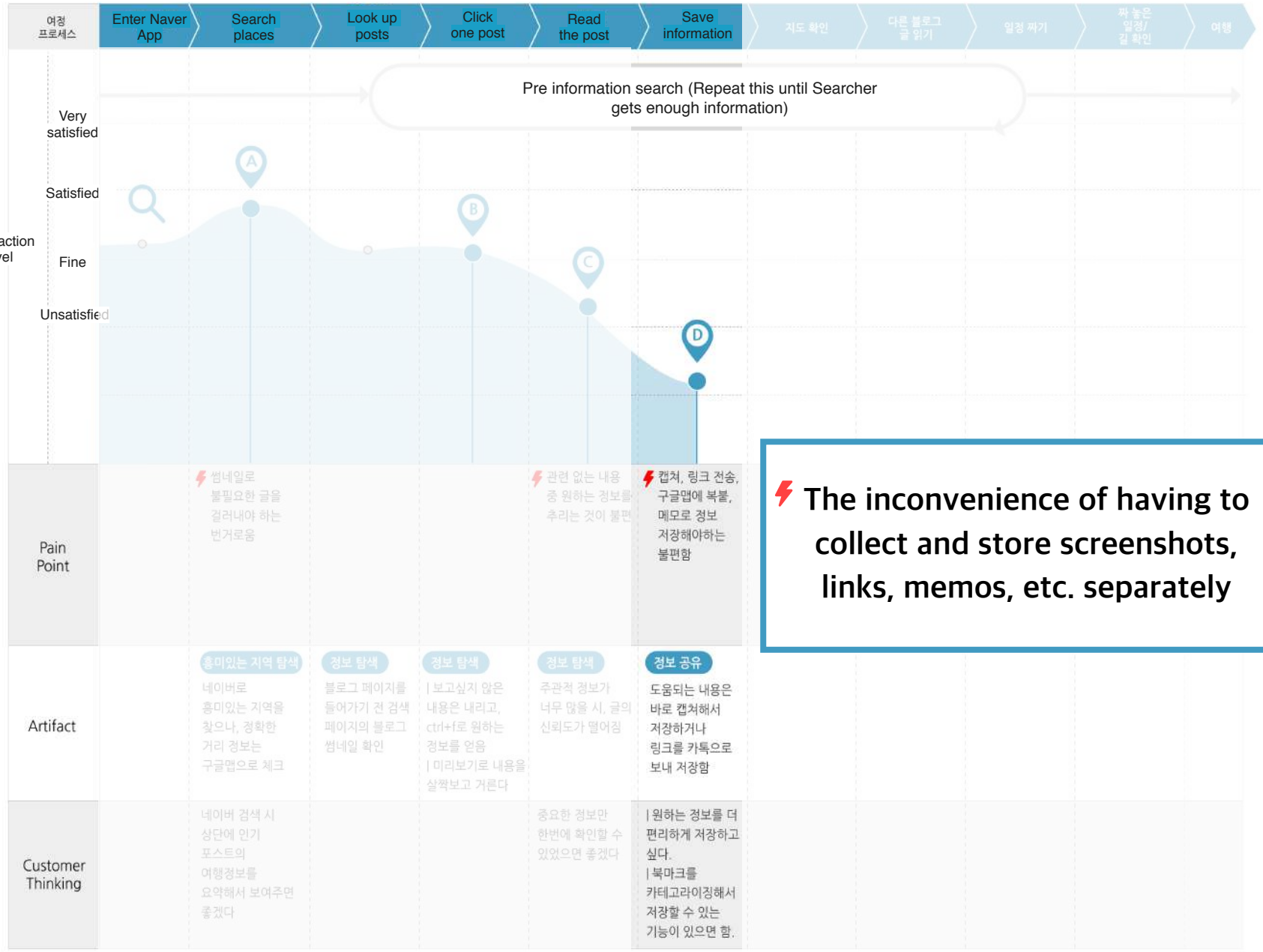

여정 프로세스
Enter Naver App
Search places
블로그/ 포스트 글 목록 훑기
블로그 글 클릭
블로그 글 읽기
정보 저장
지도 확인
다른 블로그 글 읽기
일정 짜기
짜 놓은 일정/ 길 확인
여행
사전 정보 탐색(충분한 정보를 얻을때까지 반복)
Satisfaction level
Very satisfied
Satisfied
Fine
Unsatisfied
Very unsatisfied
A
Pain Point
썸네일로 불필요한 글을 걸러내야 하는 번거로움
Artifact
흥미있는 지역 탐색
네이버로 흥미있는 지역을 찾으나, 정확한 거리 정보는 구글맵으로 체크
Customer Thinking
네이버 검색 시 상단에 인기 포스트의 여행정보를 요약해서 보여주면 좋겠다
The hassle of filtering out unnecessary information with previews
연남동 데이트 코스
통합
블로그
이미지
카페
플레이스
A 하노다찌
4.9km
연남동 카페 추천 공사 연남동 데이트코스 !
연남동 데이트 코스 지도 첨부 이렇게만 딱!
서울 연남동 맛집 코스 추천! 연남동 데이트코스 !
베이스덴에서 브런치 먹었어요 연남동 데이트 코스//
연남동 데이트코스 멕시칸 식당 베르데 또 생각나



Look at the contents in the preview and filter them out

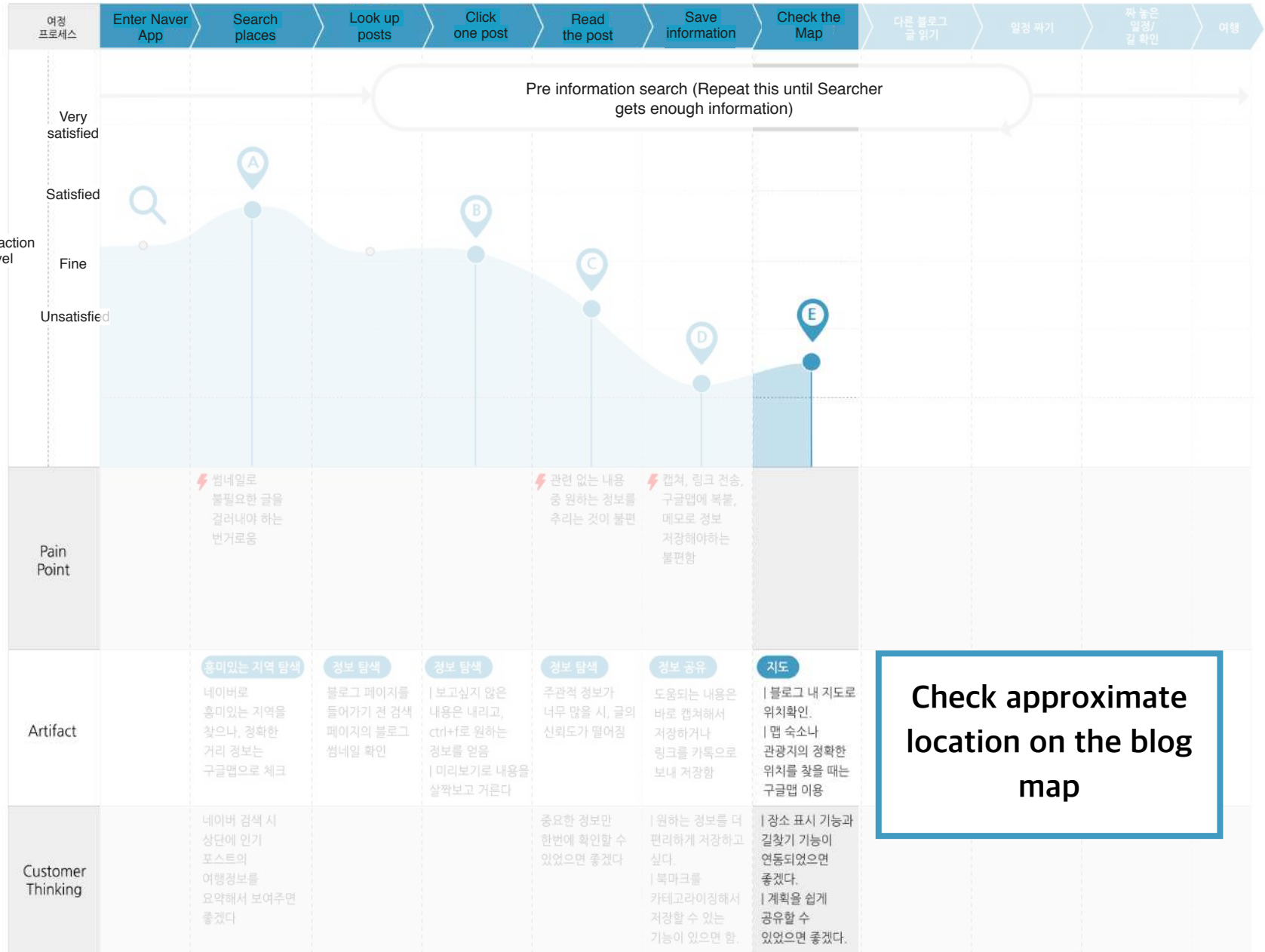



여정 프로세스
Enter Naver App
Search places
Look up posts
Click one post
Read the post
정보 저장
지도 확인
다른 블로그 글 읽기
일정 짜기
짜 놓은 일정/길 확인
여행
Pre information search (Repeat this until Searcher gets enough information)
Satisfaction level
Very satisfied
Satisfied
Fine
Unsatisfied
A
B
C
Pain Point
썸네일로 불필요한 글을 걸러내야 하는 번거로움
관련 없는 내용 중 원하는 정보를 추리는 것이 불편
Artifact
흥미있는 지역 탐색
네이버로 흥미있는 지역을 찾으나, 정확한 거리 정보는 구글맵으로 체크
정보 탐색
블로그 페이지를 들어가기 전 검색 페이지의 블로그 썸네일 확인
정보 탐색
| 보고싶지 않은 내용은 내리고, ctrl+f로 원하는 정보를 얻음
| 미리보기로 내용을 살짝보고 거른다
정보 탐색
주관적 정보가 너무 많을 시, 글의 신뢰도가 떨어짐
Customer Thinking
네이버 검색 시 상단에 인기 포스트의 여행정보를 요약해서 보여주면 좋겠다
중요한 정보만 한번에 확인할 수 있었으면 좋겠다
Inconvenient to sort out irrelevant information
Too much subjective information makes the text less reliable
blog
MY
연남동 데이트 코스 추천
연남동 데이트 코스 추천
카페 공사/하노다찌
엽의 샛길로 갔다가 오른쪽으로 다시
세요! 엄청 큰 간판이 있는곳이에요!
카페 공사
#제주여행코스
#제주겨울여행
#제주신화월드



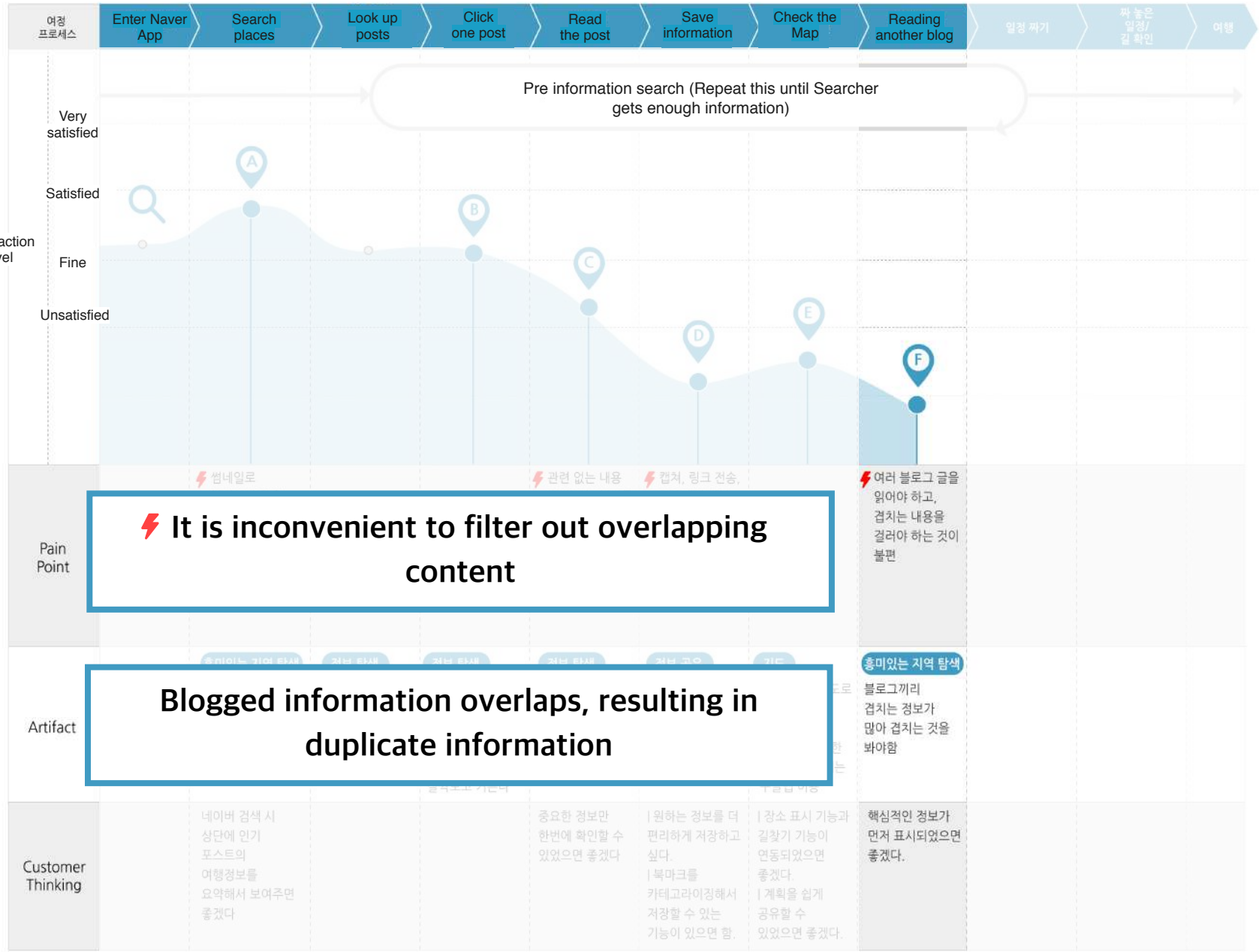
The inconvenience of having to collect and store screenshots, links, memos, etc. separately



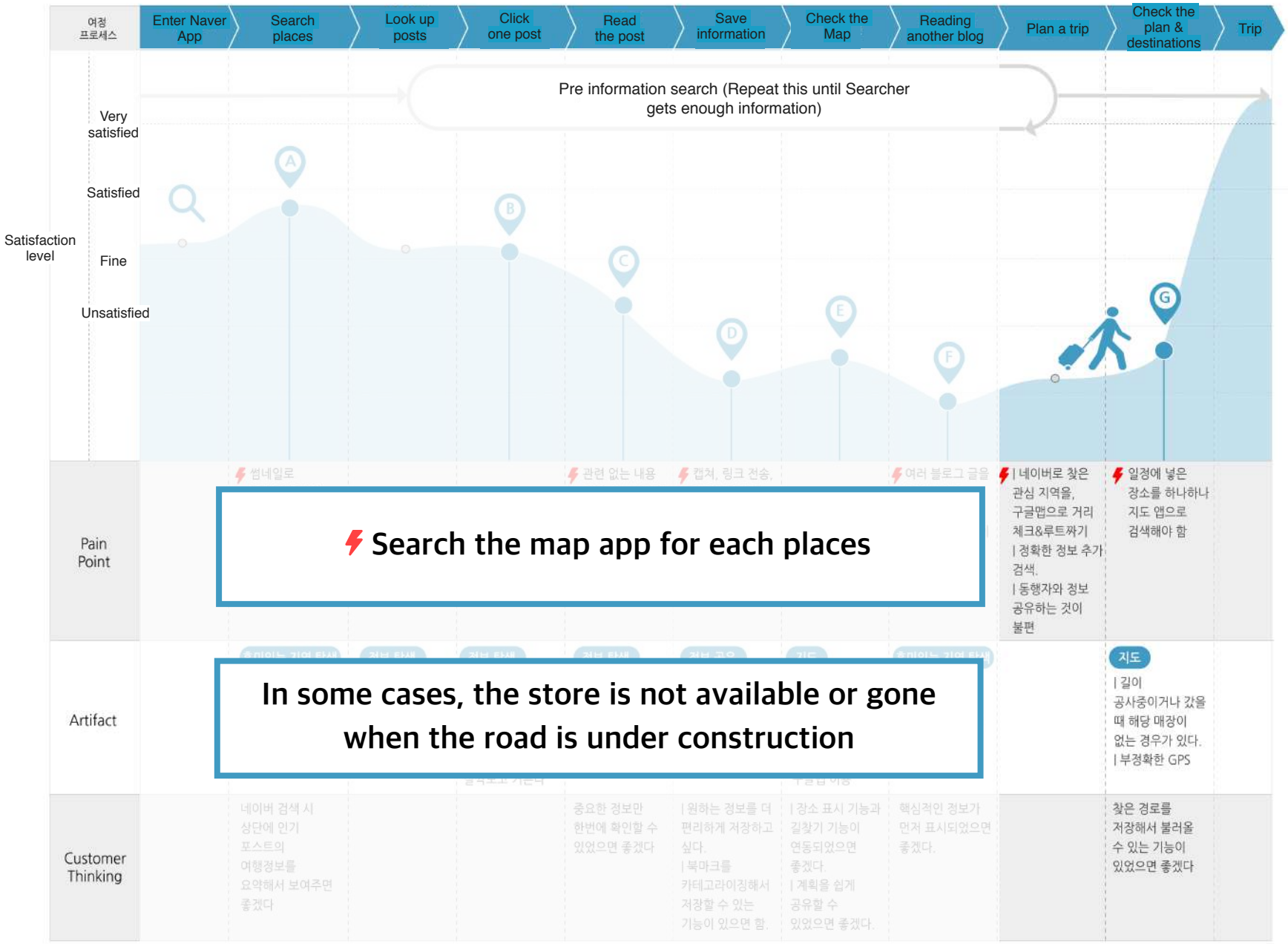


Check approximate location on the blog map




여정 프로세스
Enter Naver App
Search places
Look up posts
Click one post
Read the post
Save information
Check the Map
Reading another blog
일정 짜기
짜 놓은 일정/길 확인
여행
Pre information search (Repeat this until Searcher gets enough information)
Very satisfied
Satisfied
Fine
Unsatisfied
Satisfaction level
A
B
C
D
E
F
Pain Point
썸네일로
관련 없는 내용
캡처, 링크 전송,
여러 블로그 글을 읽어야 하고, 겹치는 내용을 걸러야 하는 것이 불편
It is inconvenient to filter out overlapping content
Artifact
흥미있는 지역 탐색
블로그끼리 겹치는 정보가 많아 겹치는 것을 봐야함
Blogged information overlaps, resulting in duplicate information
Customer Thinking
네이버 검색 시 상단에 인기 포스트의 여행정보를 요약해서 보여주면 좋겠다
중요한 정보만 한번에 확인할 수 있었으면 좋겠다
| 원하는 정보를 더 편리하게 저장하고 싶다.
| 북마크를 카테고라이징해서 저장할 수 있는 기능이 있으면 함.
| 장소 표시 기능과 길찾기 기능이 연동되었으면 좋겠다.
| 계획을 쉽게 공유할 수 있었으면 좋겠다.
핵심적인 정보가 먼저 표시되었으면 좋겠다.


연남동 데이트 코스
통합
블로그
이미지
카페
플레이스
A 하노다찌
4.9km
연남동 카페 추천 공사 연남동 데이트코스 !
연남동 데이트 코스 지도 첨부 이렇게만 딱!
서울 연남동 맛집 코스 추천! 연남동 데이트코스 !
베이스덴에서 브런치 먹었어요 연남동 데이트 코스//
연남동 데이트코스 멕시칸 식당 베르데 또 생각나


여정 프로세스
Enter Naver App
Search places
Look up posts
Click one post
Read the post
Save information
Check the Map
Reading another blog
Plan a trip
Check the plan & destinations
Trip
Pre information search (Repeat this until Searcher gets enough information)
Very satisfied
Satisfied
Fine
Unsatisfied
Satisfaction level
A
B
C
D
E
F
G
Pain Point
썸네일로
관련 없는 내용
캡처, 링크 전송,
여러 블로그 글을
| 네이버로 찾은 관심 지역을, 구글맵으로 거리 체크&루트짜기
| 정확한 정보 추가 검색.
| 동행자와 정보 공유하는 것이 불편
일정에 넣은 장소를 하나하나 지도 앱으로 검색해야 함
Search the map app for each places
Artifact
지도
| 길이 공사중이거나 갔을 때 해당 매장이 없는 경우가 있다.
| 부정확한 GPS
In some cases, the store is not available or gone when the road is under construction
Customer Thinking
네이버 검색 시 상단에 인기 포스트의 여행정보를 요약해서 보여주면 좋겠다
중요한 정보만 한번에 확인할 수 있었으면 좋겠다
| 원하는 정보를 더 편리하게 저장하고 싶다.
| 북마크를 카테고라이징해서 저장할 수 있는 기능이 있으면 함.
| 장소 표시 기능과 길찾기 기능이 연동되었으면 좋겠다.
| 계획을 쉽게 공유할 수 있었으면 좋겠다.
핵심적인 정보가 먼저 표시되었으면 좋겠다.
찾은 경로를 저장해서 불러올 수 있는 기능이 있었으면 좋겠다


blog
MY
연남동 데이트 코스 추천
연남동 데이트 코스 추천
카페 공사/하노다찌
여기서 옆의 샛길로 갔다가 오른쪽으로 다시 꺾어주세요! 엄청 큰 간판이 있는곳이에요!
카페 공사
#제주여행코스
#제주겨울여행
#제주신화월드

Problems



Writer

- Annoying to write consistently to increase inflow to blog
- Uncomfortable with using arbitrary places that are not listed on the map
- There are stories of trips that I can't remember
- Describes the trip route by photo as there is no function to do it
- Use other editing tools for map editing
- # function is important but forget to use it or hard to find the UI

Problems



Searcher

- Bookmark not categorized
- Information is hard to store and share with others
- Difficult to find information and to summarize the it
- Subjective information affects reliability
- Have to explore more accurate information

Problems

Problem Statement

When creating Naver's travel contents, both writers and searchers are experiencing inconvenience as **only one travel destination information can be displayed on a single map.** If this problem is solved, the two groups can simultaneously meet different needs by saving the effort and time spent creating content and finding information.
The solution we propose is the ability to **display multiple locations on a map at the same time and automatically create and share routes**. Auto-tracking, travel route generation and hashtag make it easy for authors to display travel information on a map, allowing searchers to quickly view information about places and create and share their own travel routes. This consequently activates new information production and information exchange.

Scenario

Persona & Scenario



JI WOO KIM



AGE	29
OCCUPATION	Translator
STATUS	Single
LOCATION	Ilsan, Goyang

Personal description

Power blogger Ji-woo Kim, who likes to take pictures, posts photos taken at a travel on her blog and became a popular post which made her to become a travel blogger. She often writes posts as she earns profits through blog writings. She travels on an impromptu basis, she sometimes skip writing since she can't remember well. The more she write, the more she want to decorate the blog, so she is now learning Photoshop and Illustration.

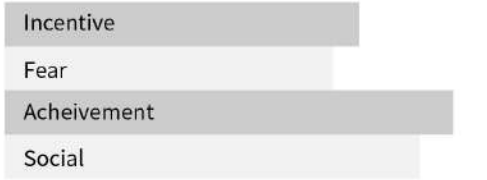
Frustrations

After the trip, I turned on my phone to write the post that I had been waiting for. Oh, but where is it go? First, open the photo album. Edit the photos to be uploaded. Write the title first, and then click the place editor to pinpoint the location of the travel destination. Upload the photos and open the memo app to write. Copy and paste writings she wrote while on her trip to blog editor. Edit the writing and put # to increase search inflow. Spend several hours to write one day trip. Hum... something is missing. Thinking that showing trip route might be a good intro... I have to open the Photoshop. Using brush tool to draw a trip route. Finally finishing the posting. Phew... how much app do I used to make it! Let's write 2nd day trip later...

Goals

Experience goal	I hope I can post my writing on Naver by using an blog editor and write a good post.
End goal	I want to write without hesitating to remember the trip and editing the map.
Life goal	I want to increase the inflow and share the trip story with others.

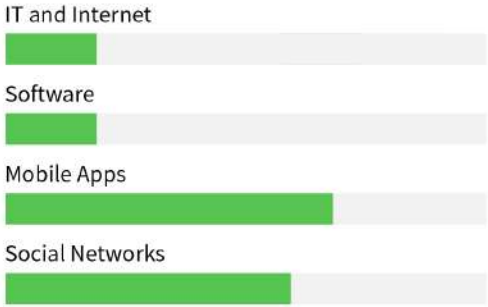
Motivations



Personality



Technology



Scenario

Writer

1



Plan to write a trip story
Ji-woo Kim, who has been to a trip. Turn on the Naver Post app to write. She writes regularly to maintain the number of visitors.

2



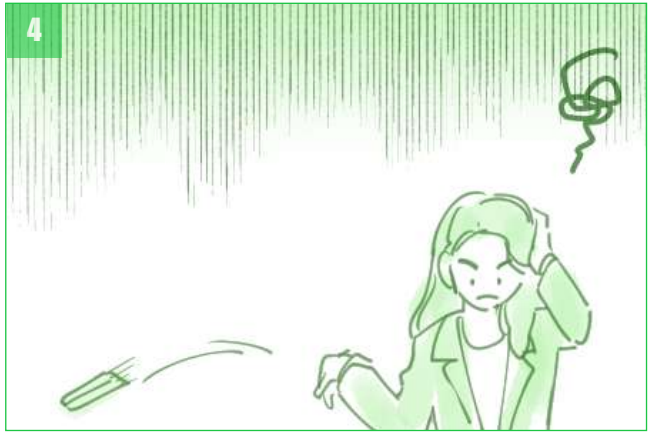
Refresh the trip memory
She can't remember what she did at the trip when she tries to write it. Looking at the memo app and photo album, she try to remember things that she could use for the post.

3



Organize pictures and writings
Use photo app to edit photos. Capture the map and draw the route that she traveled. She had to open several apps.

4



Give up trip writing
Annoyed by opening and closing the a bunch of apps, she throws away the phone.

5



Updated Naver Blog Editor
Calm down and turn on the Naver blog app, and it's updated. The ‘Create Travel Route’ icon and ‘Timeline’ icon were added to the writing screen.

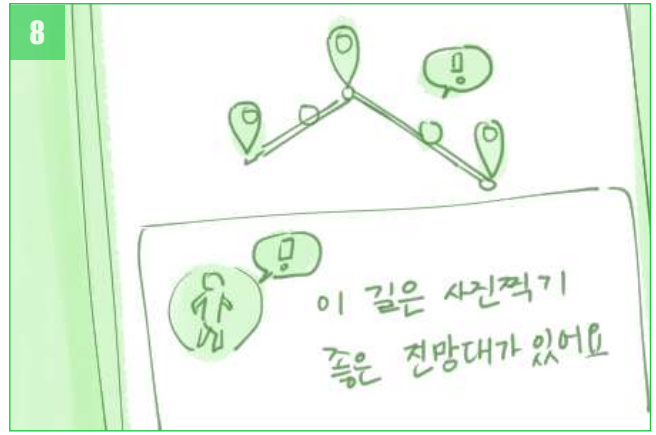
Scenario



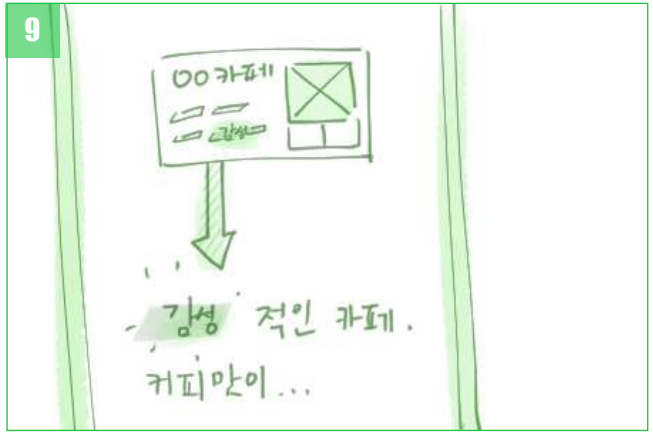
Automatic Tracking & Route Storage / Categorization & Interlink of Written Memo and Photo Location
The route that has already been linked to Naver's map is saved. The memos and photos that have been written are also classified by location.



Easily complete map route
Select the places for the post and click Create Map to complete the route map at once.



Traffic information / travel tip input
Enter traffic information, tips, etc. between routes.



Auto generate highlights by paragraph
As she finished writing, important keywords are highlighted in each paragraph and included in the map. ‘Oh~ I can even move to the keyword between writing by clicking highlighted keywords.’



Increase the number of post visits / Naver Main
She feels happy and rewarding as the number of visitors increases by using the trip route function. And her writings are posted on Naver's main page.

Kang Min Lee



AGE	34
OCCUPATION	An agent
STATUS	Single
LOCATION	Mapo-gu, Seoul

Personal description

Kang-min Lee , who frequently travels three to five times a year. He's outgoing character makes him to travel with many friends, and he likes to look his friends' Instagram and see fine restaurants and travel posts. He is meticulous, so he usually wants to make travel plans by himself. He hopes that he could write about his travel experiences through Naver blog someday.

Frustrations

Kang-min Lee, who turns on several blog websites and checks other people's writings. So many websites are opened that he keeps clicking on which one is the website he wanted. Now he want to get information faster than reading other people's personal thoughts on the trip. He tries to compile travel information by himself, but now he can't find out separated information. He want to share useful information that has been saved as a screen capture with his friends, but it's not easy to find where the stored captures are. Now He just want to plan a trip comfortably.

Goals

Experience goal I want to efficiently plan the trip that doesn't effect my busy schedule and travel with friend.

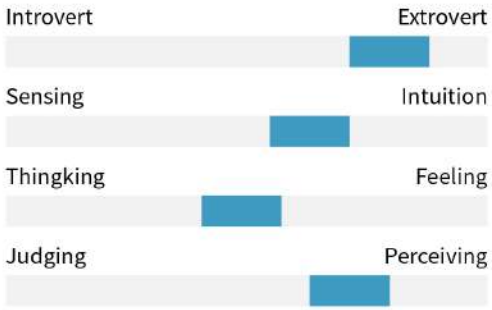
End goal I want to plan my trip by getting fast feedback from my friend by sharing information that I gain from blog writings. I don't want to spend weeks to find the places and reading those long blog writing...

Life goal I want to refresh myself by going on a trip, relieving my stress from work.

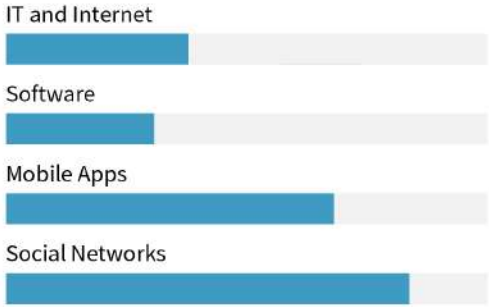
Motivations



Personality



Technology



Scenario

Searcher



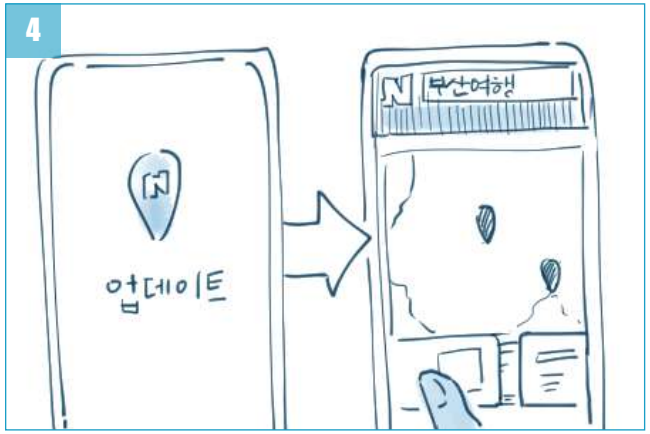
Collecting trip information
A lot of blog posts are coming out. Checking each blog posts. My head is spinning already. Let's check one by one.
I'm having a hard time reading useless long writings.



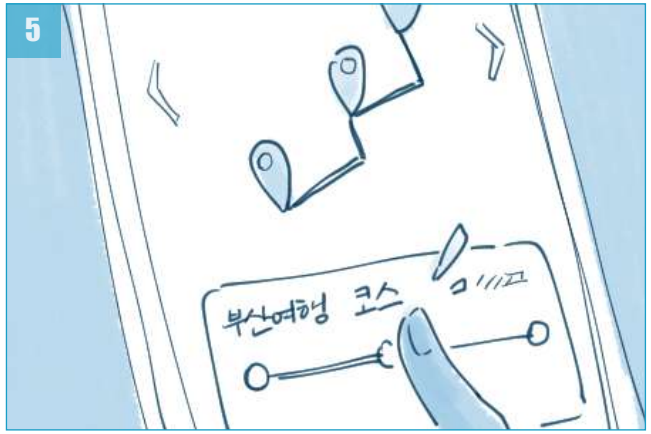
Save trip information
Capture a blog post that looks useful.



Organize travel information
He is making a schedule by writing himself while looking at the screenshots. Looking at the map, he don't know where it is.

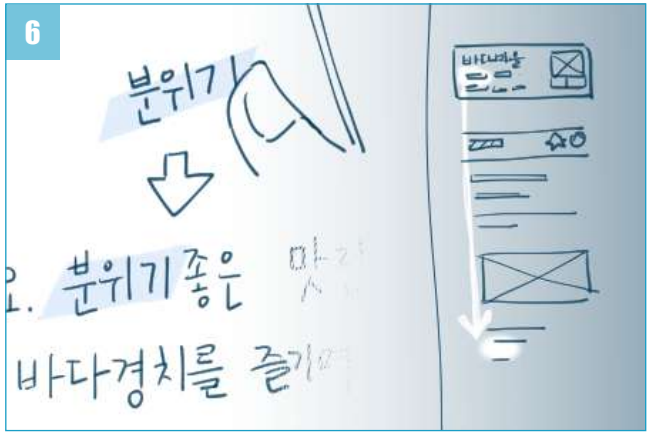


Updated Naver Blog Editor
Huh? An updated version of Naver app is out. Install it and search for Busan trip again. The popular trip route is immediately suggested.

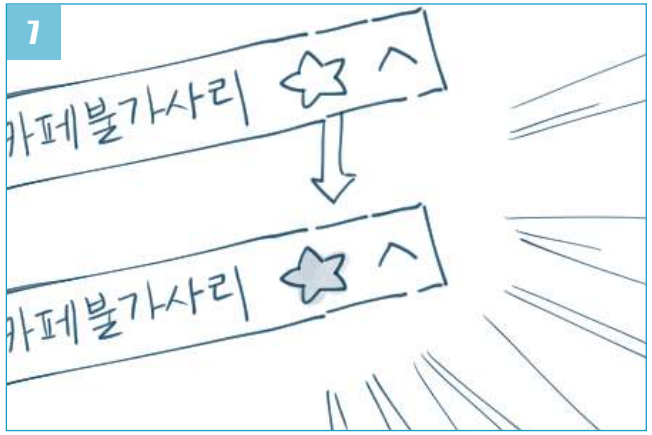


Look up popular blogs
Swapping the travel route cards on the main search screen. It reveals the popular postings listed in the rankings. Tap the card to enter the blog to check the most popular travel route.

Scenario



Location information in blog map
He can check place information at beginning of the writing. By clicking the pin, he can check previews and keywords that writer posted. By clicking 'fine' highlighted keyword, the posting automatically scrolls down to the paragraph that has word 'fine'.

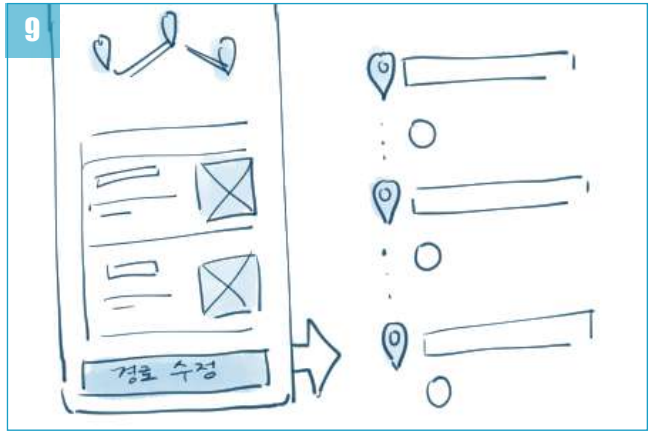


Saving as My Place
He wants to go to the place. He clicks the button to save as his favorite place.



Making my Trip Route

Make my own trip route by using the places that he saved.



Edit Trip Route
After finishing the trip route, he can add and exclude other places. Also, he can change transportation to move one place to another.

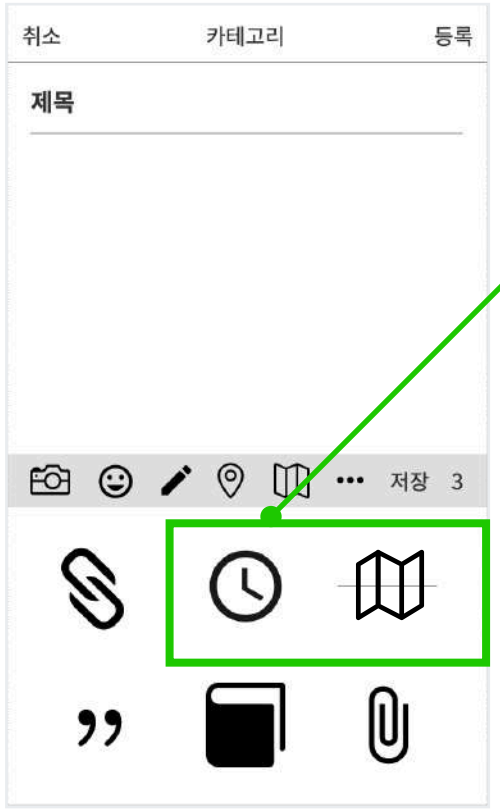


Use Trip Route
He can check his location by using saved Trip Route. And avoid the blocked road that other bloggers mentioned. He enjoys traveling with his friends getting compliments about his well-planned trip.

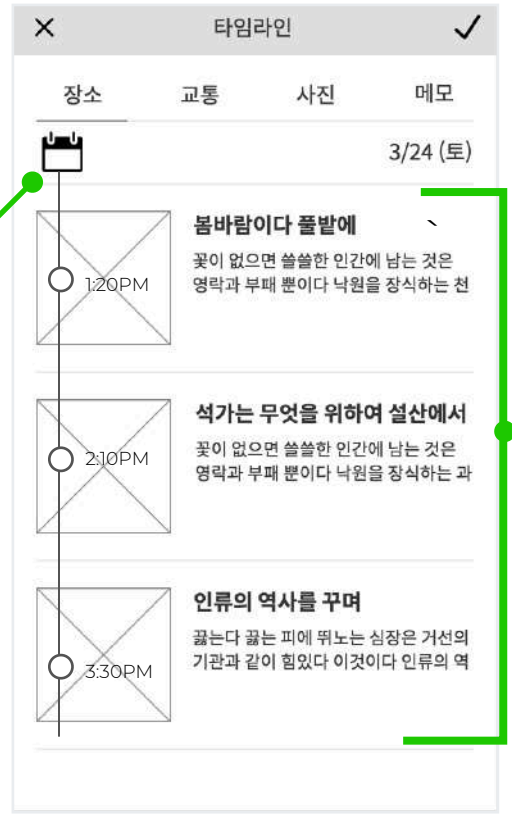
Prototype

Writer

Oven



1) From Naver blog editor, writers can use Timeline and Trip Route function.



2) If user allows auto tracking of their location, they can upload visited places, photos, transport information, memos by using Timeline.



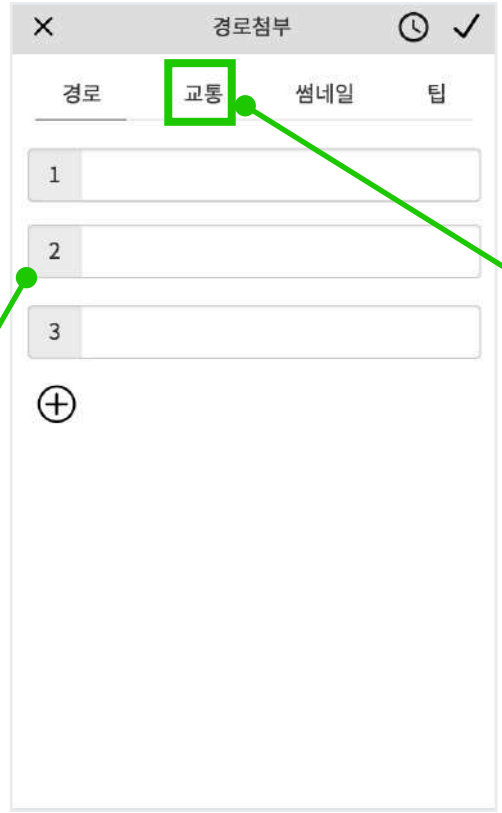
3) Users can easily make Trip Route by using Timeline.

Prototype

Writer



1) When user needs to add or edit Trip Route without using Timeline.



2) Users can add places by using Trip Route.



3) Users can add transport information, Tips.

Prototype

Searcher

InVision

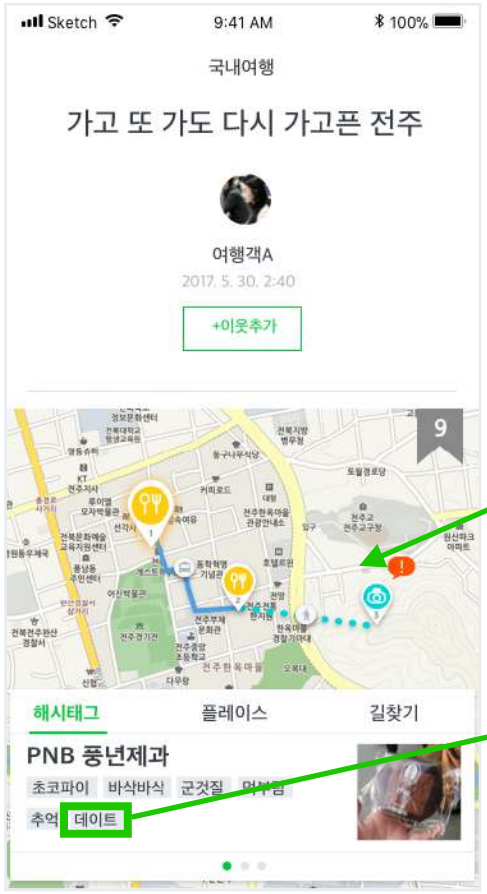
https://invis.io/79GW4L3GFEC

1. Check popular Trip Route



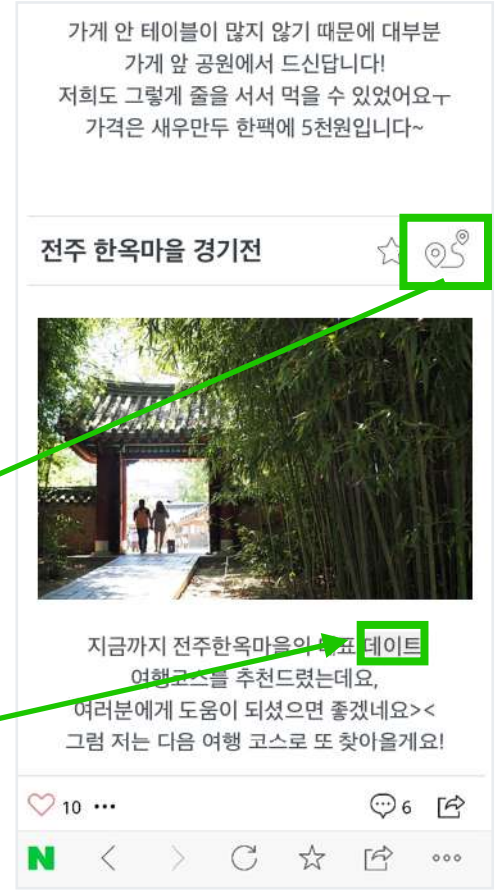
1) When you search travel information using Naver, popular Trip Routes are posted on the top as a card UI.
2) Users can swipe the cards to see other Trip Routes.
3) Tap to see detailed information in the blog.

2. Enter blog / Check Pin



1) Tap the Pin shows nearby information.
2) Users can quickly summarized information by looking at Card UI that has place's preview and Hashtag.

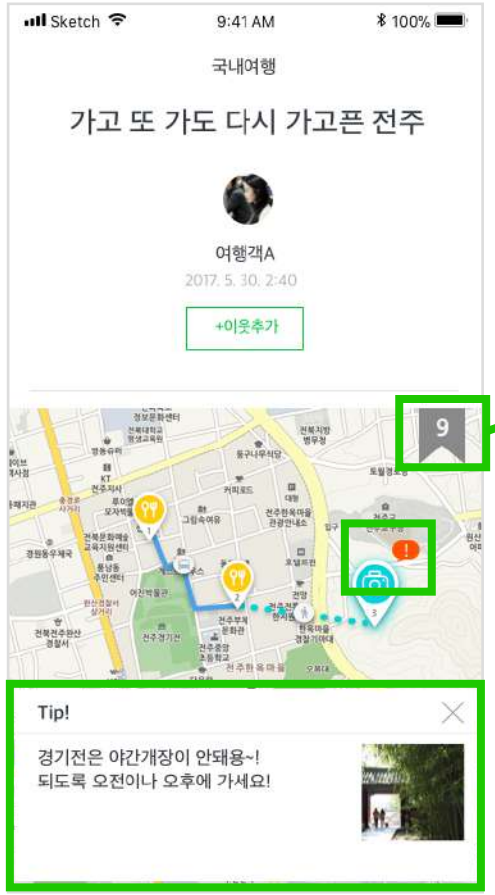
3. Hashtag / Check the paragraph



1) Clicking the Trip Route icon, users can go up to Map that has Card UI.
2) Directly scrolls to paragraph that has Hashtag.

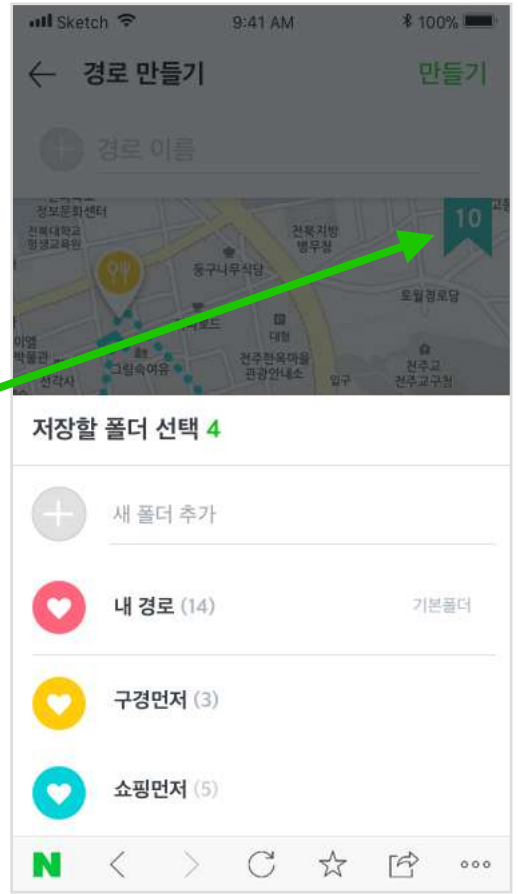
Prototype

4. Check Tip



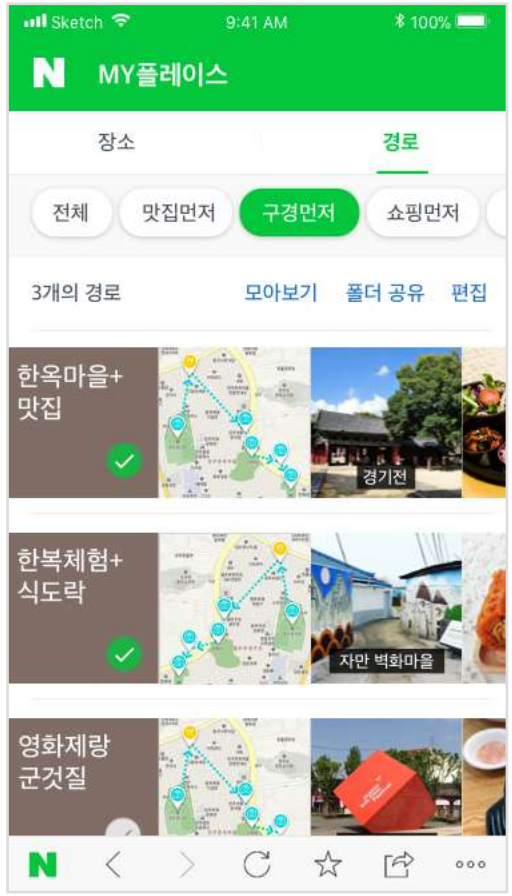
1) Tip helps users to check additional direction information.

5. Save Trip Route (Bookmark)



1) Bookmark helps user to save Trip Route and places as My Place

6. See all saved Trip Route



1) Making Trip Route by selecting places at My Place

Prototype

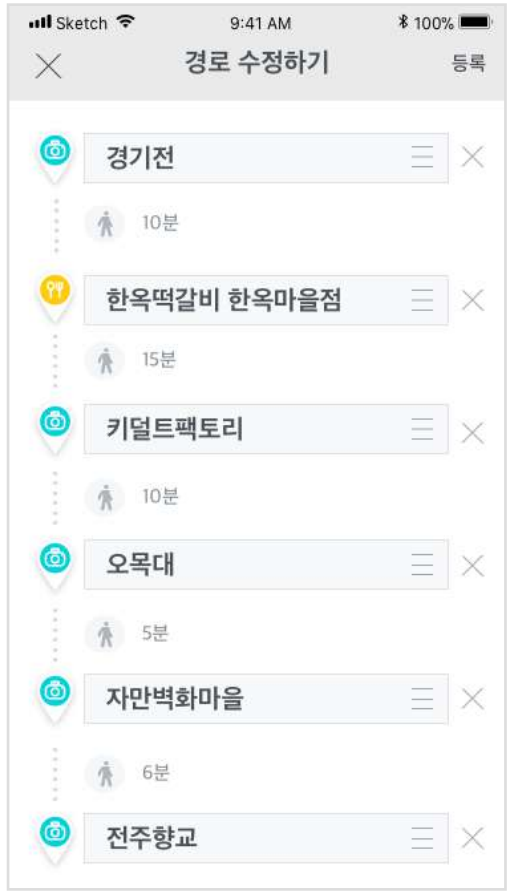
6. See all Tip Routes





1) See all Trip Routes and can delete unwanted places.

7. Make & Edit Trip Route



1) Select place to edit it.
2) The default shows optimum path based on time.

Think Aloud

Writer

Task	Post - Add Trip Route	During adding Trip Route - Search place & add	During adding Trip Route - Add transport
Good	It is convenient that I don't have to put each places individually.		I like that transport information adds automatically.
Bad		I don't know the information that I search is relevant to previous search results or it is a recommendation from app.	I don't know that transport information adds automatically. I hope I can put transport information first than places.

Task	During adding Trip Route - Recall Timeline	Register Trip Route - Add title	Write a Tip
Good	Convenient to use auto tracking of my location. It would be much easier to get photos from the Photo album on phone. (*Timeline function: automatically save places by tracking and can recall them to blog.)	It's convenient to write because the paragraph can be divided.	Tip function is really helpful to give information to others. (*Tip function: can write important information to each route between places that might helpful for travelers.)
Bad	Button UI is small. Timeline button is not clear. No feeling that I bring information from Timeline.	Button of making a Trip Route is not clearly working.	Pin has to be clarified which belongs to what kind of category (e.g. food, museum etc.). Might not remember which pin belongs to what Tip.

- Need to change words and improve icons to help users understand
- Problem with button size and location

Think Aloud

Searcher

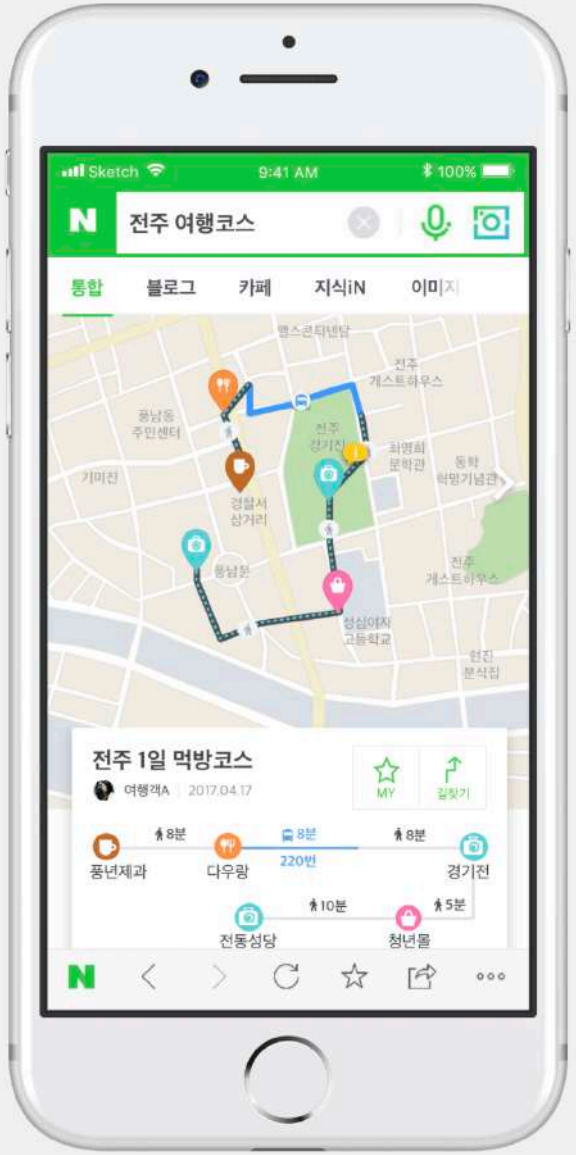
Task	Check popular posts	Enter to blog, check Pin	Click #, check paragraph that has #
Good	It is convenient that I don't have to look up each places individually.		I like that I only can see summarized information by 'hashtag #' function.
Bad	Confusing that one map belongs to one blog's trip route. I didn't know that I could see other blogs' trip route as there was no interaction.	I didn't recognized that card UI was changing as there was no interaction.	Misunderstood 'hashtag' meaning. Confused the icon(that helps to go up to see a map again) to an icon that can make a new trip route.

Task	Check Tips	Save Trip Routes (Bookmark)	Check saved Trip Routes
Good	Tips are useful, I think it will help me a lot.		I like that I could save and edit several Trip Routes to make them as mine.
Bad	Tip looks like a warning sign, not intuitive.	The numbers inside Bookmark icon look like a ranking. It doesn't look like subscribed numbers.	I can't remember which pin was I needed since there was no individual information for each pin. Hard to see 'Check saved Trip Routes' UI.

Task	Edit & make trip routes	Save places	Make trip route by using saved places
Good			It's convenient that transports are automatically added to information. I like the fact that I can make my own trip routes.
Bad		I don't know that Star UI means saving places.	

- Need to change words and improve icons to help users understand
- Need interaction to help users to understand UI

Solutions



For Writers & Searchers

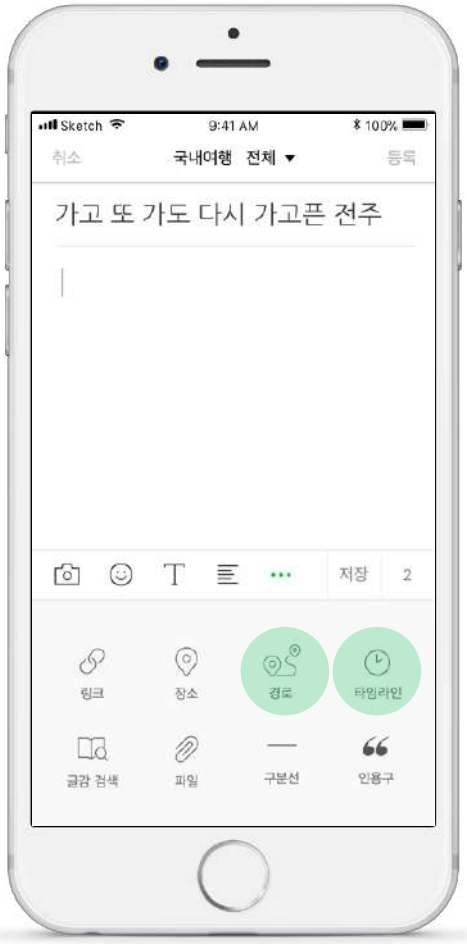
Solutions

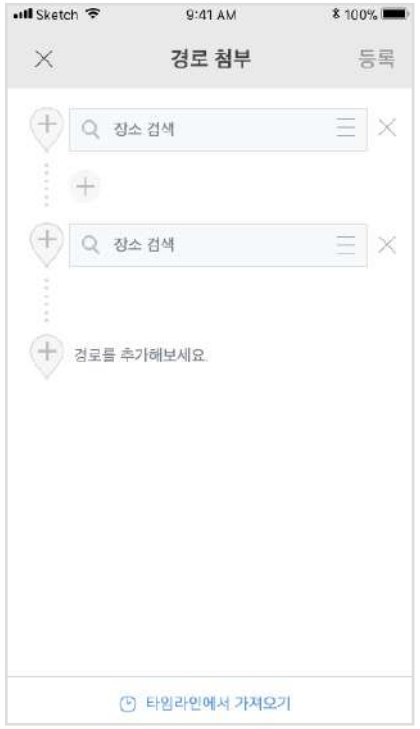
Writer

ProtoPie

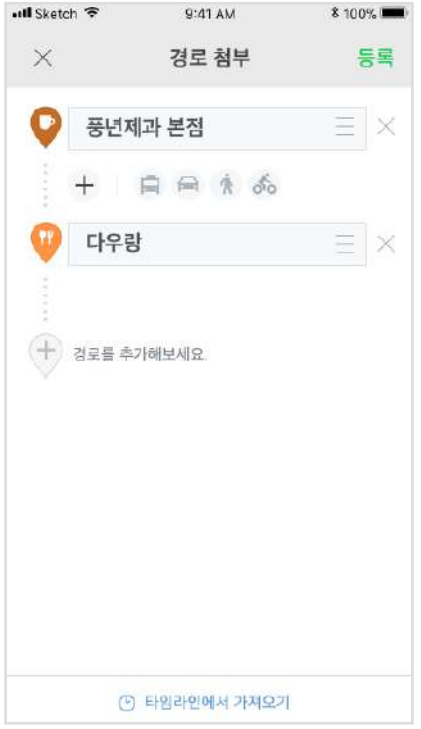
https://share.protopie.io/V6ZXPHu1DNC

1. Make a Trip Route by using Naver blog editor app







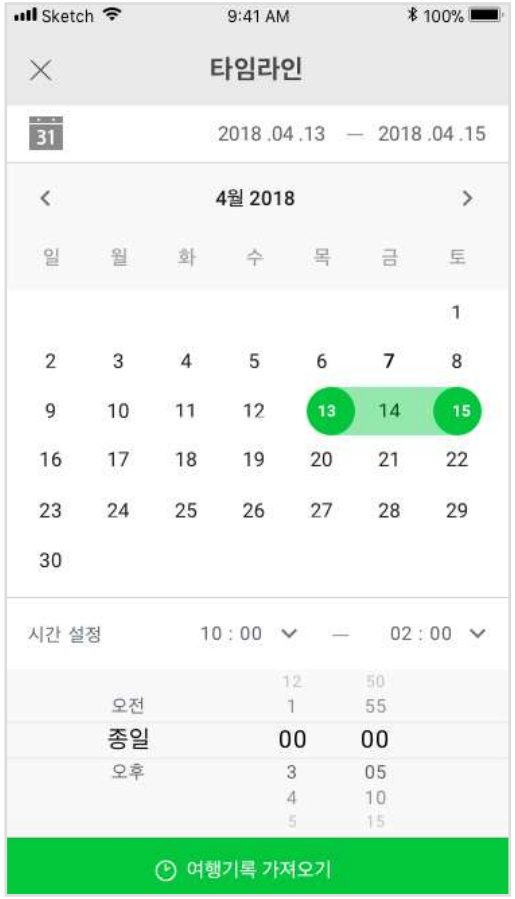


1) Search places to make a Trip Route

2) Pin explains which category it belongs (e.g. food)
3) Add transport between Pins (places)

Solutions

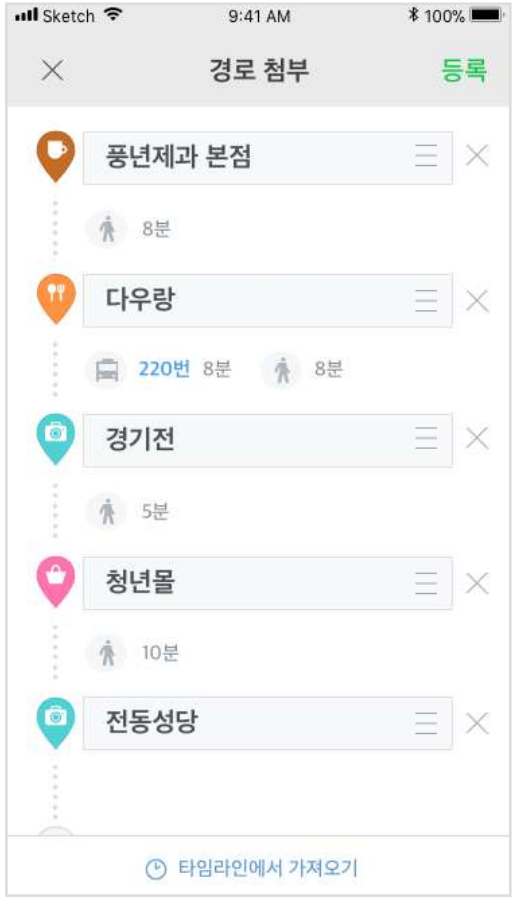
2. Timeline function



1) Select the length of the trip



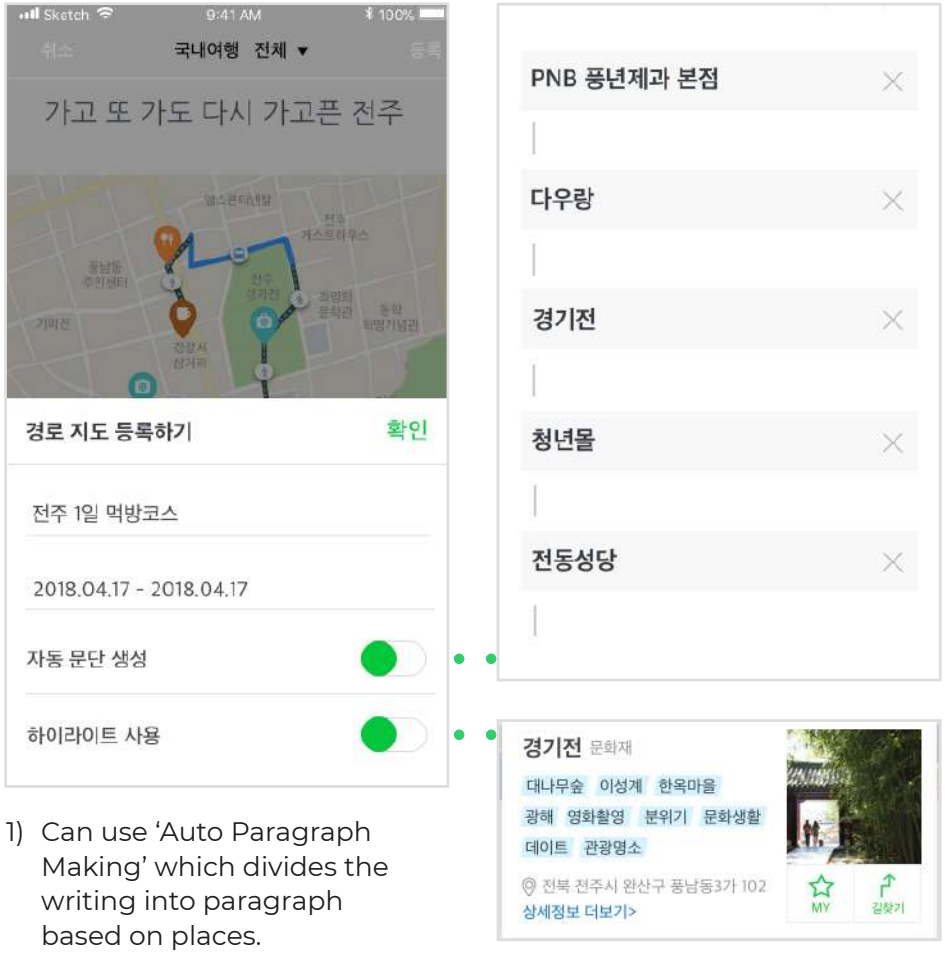
2) Bring travel records of the selected place



3) Selected places are made into Trip Route

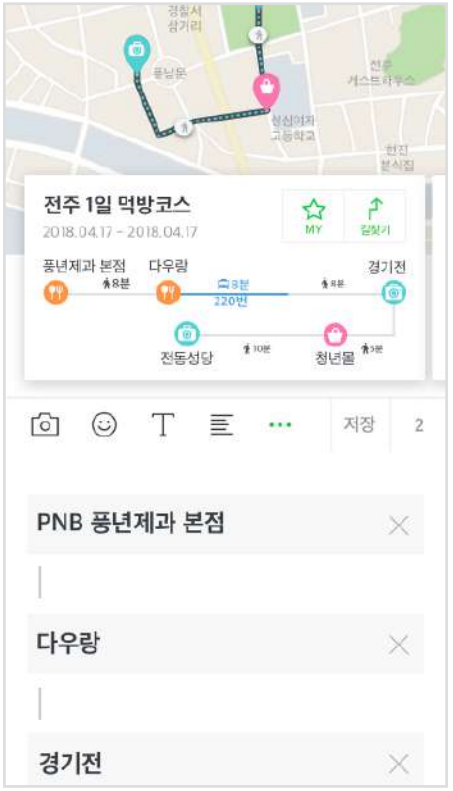
Solutions

3. Map Trip Route



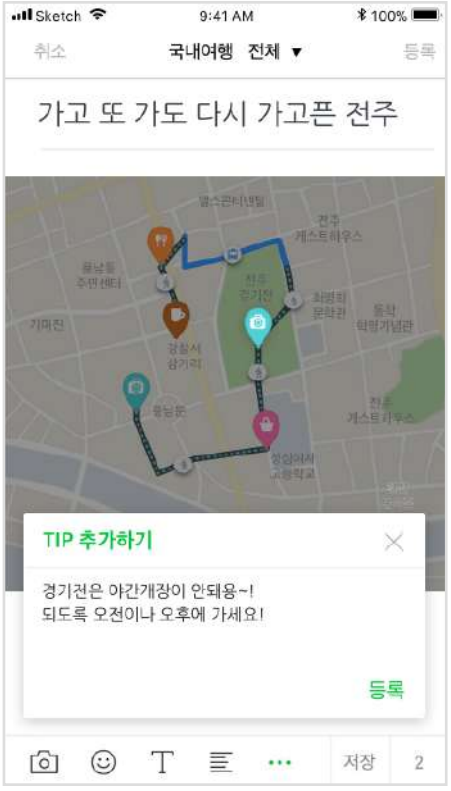
1) Can use ‘Auto Paragraph Making’ which divides the writing into paragraph based on places.
2) Can use ‘Highlights’ which highlights keywords that links to actual writing.

4. Trip Route map / Card UI



1) After completing add Trip Route, the route is made into Card UI. Also, the paragraphs are divided based on the places. Users can easily write their stories to each places.

4. Tips



2) By selecting Pin in the Trip Route map, user can write any information into Tip that might be helpful for searchers.

Solutions

Searcher

ProtoPie

https://share.protopie.io/SxwP2g84Ys8

1. Check popular Trip Route



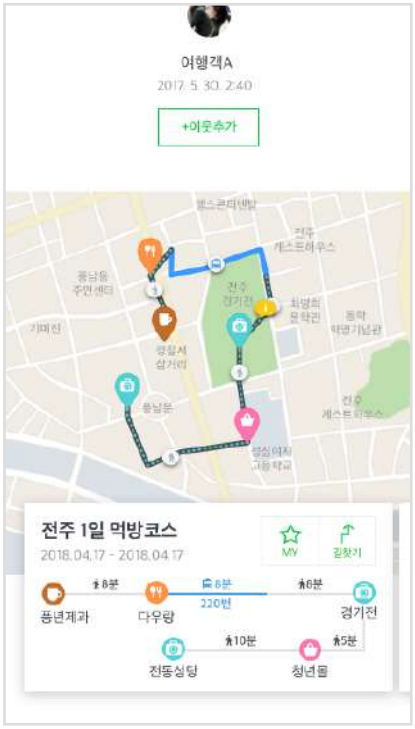
1) When you search travel information using Naver, popular Trip Routes are posted on the top as a card UI.



2) Users can swipe the cards to see other Trip Routes.



2. Trip Route / Card



1) When users enter to blog, they can check travel information by one glance by looking at the map and the cards

Solutions

3. Highlights



1) Check the summaries of places by using Pin and Card of the map.



2) User can jump into the paragraph that has Highlighted keyword by clicking Highlight on the top of Card.

4. Place Detail



1) When users click the Details in the Card, it directs users to Naver Place link so that users can check objective information of the place.

5. Tips



1) When you click the Yellow Speech Bubble, searchers can check the Tips that writers want to share.

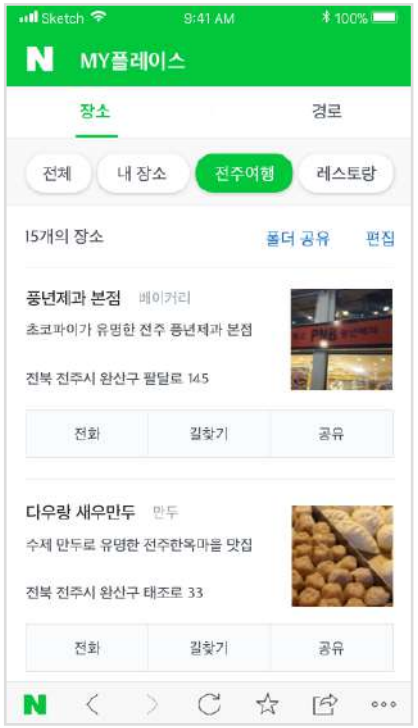
6. Save as My Places



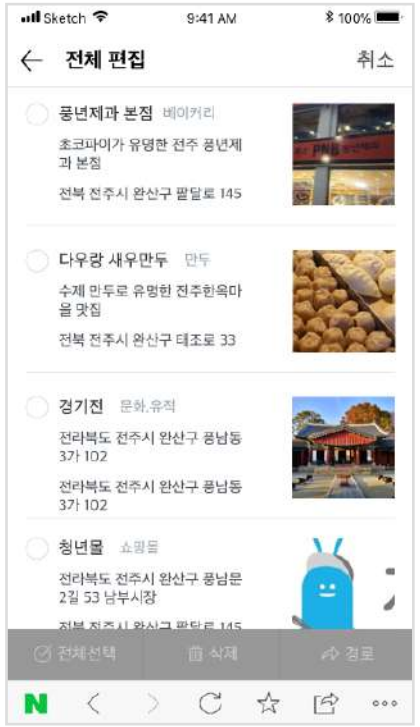
1) When the searchers click Star UI of top of the paragraph, it saves the place into My Places.

Solutions

7. My Places - Place



1) Users can see saved places in the My Places.



2) Users can make their own Trip Route by selecting few saved places.

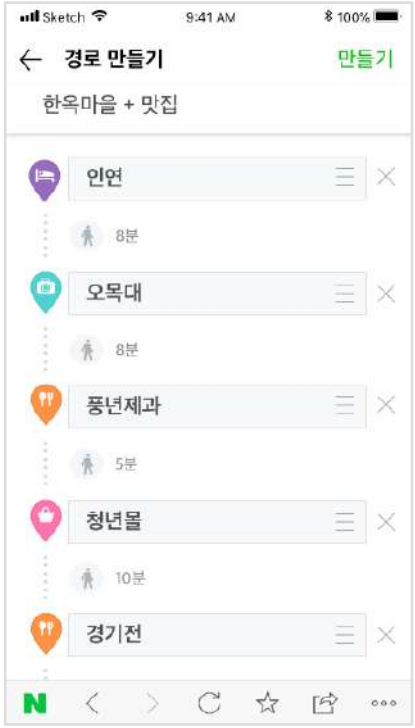


3) Make an order of places that will be added to Trip Route.

8. My Places - Trip Route



1) Trip Route shows into Card and Pin in the map.



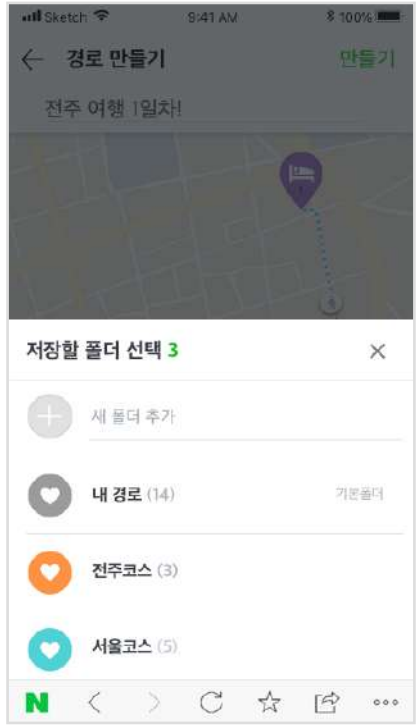
2) Users can edit the order of places and delete places from the Trip Route Edit section.

Solutions

8. My Places - Trip Route



1) Can add relevant places that related to place that users have posted.



2) Save as 'JeonJu Trip' by clicking the button.



3) Save with Trip Route and photos at My Places.



4) By clicking the Trip Route, users can check the saved Trip Route. It can be synchronize with the directions function from Naver Map app.



Thank you.