Rochester Institute of Technology
RIT Digital Institutional Repository

Theses

12-6-2021

Journo: Organize and Share the Memory of Travel Experience

Ziyi Tao
zt7477@rit.edu

Follow this and additional works at: https://repository.rit.edu/theses

Recommended Citation
Tao, Ziyi, "Journo: Organize and Share the Memory of Travel Experience" (2021). Thesis. Rochester Institute of Technology. Accessed from

This Thesis is brought to you for free and open access by the RIT Libraries. For more information, please contact repository@rit.edu.

RIT

Journo: Organize and Share the Memory of Travel Experience

by

Ziyi Tao

A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of Master of Fine Arts in Visual Communication Design

School of Design
College of Art and Design

Rochester Institute of Technology
Rochester, NY

December 6,2021

Committee Approval

Adam Smith December 6th 2021

Chief Advisor

Associate Professor

Director of Visual Communication Design program

School of Design, College of Art and Design

Mike Strobert December 6th 2021

Associate Advisor

Senior Lecturer

School of Design, College of Art and Design

Abstract

With the improvement of living standards and the construction of public transportation, many people travel more frequently. They want to record those experiences and get more enlightenment when they look back upon the memory. Additionally, many people have eagerly requested to share their travel experiences due to the development of social media and the information explosion era. Less than a decade ago, people would travel without a smart device. They tended to take photos along the way with a film camera, and stick them on a physical photo album to share with friends and family. The other traditional method of documenting the journey includes keeping a paper journal, creating a scrapbook, using a sketchbook, and sending postcards home. Those are the epic handmade styles of building a solid connection between owners and their travelling memory, but hard to survive from heavy-duty trips and future preservation.

After I deep dive into the problem area, I found out that nowadays, people are willing to record digitally by using phone notes, becoming vloggers and bloggers, posting photos on Instagram, and making Tiktok Videos. However, the fast-paced domestic lifestyle and existing tools can hardly meet people's demand for systematic documentation of travel events. Therefore, organizing information structurally and visualizing the experience could help them get more pleasure when reflecting on these memories and sharing them with others. My deliverable is designing a mobile-based application that will make travel-record easier and build the emotional connection between users and their travel stories. The document method of this app would be diverse, which includes taking photos, notes, voice memos, mood marks and footprints.

Keywords

travel, document, share, experience, memory

Problem and Solution Statement

Although China's tourism industry has been impacted by the pandemic, the domestic market is progressively growing strong with the slowing down spread of coronavirus. As of May 2020, about 87 percent of the demand for traveling in China centered on domestic travel (Textor 2020). Recording the travels could be a way to bookmark these travel memories. By reviewing the travel record, which people might make a written, visual, or audio record of the travels, people carry the power to remember and reengage these experiences any time they want. Specifically, with the explosive expansion of Tiktok, countless content creators demand to document their stories that happened during the trip to gain more inspiration and materials. TikTok snowballed into the most popular app in 2019 and 2020. It was downloaded 693 million times in 2019 and 850 million times in 2020 (Iqbal 2021).

Therefore, organizing information structurally and visualizing the experience could help them get more pleasure when reflecting on these memories, extracting fruitful information to create content on social media, and sharing them with others. My design solution is designing an application on the smart phone that will make travel-record easier, building the emotional connection between users and their travel. The document of this product would be diverse, which includes taking photos, notes, voice memo, mood and footprints. Users can start a day's travel record by recording their mood and can view the travel record of the day through mood emoticons in the universe and map system, which can bring every fact that would help to organize travel memory together, generating documents and social system. Moreover, materials related to travel stories would be gathered into a menu of specific categories, building the notebook collaboration. It collects all information through labels and calendars so that all information is classified regularly, and the user can effortlessly review every detail from one travel depends on different users' needs. Thus, by tapping the share button, the user can share the travel documentation from one section or the whole recorded experience with others. To productively organize visual, vocal, and text information, advanced technology would be applied such as image recognition, tracking others apps' activities, and GPS trail. Rewarding pop-up sets are also designed to encourage users to keep the record during the trip. Regardless of the technical view or the visual feature, Journo can improve the document efficiency for the user as well as upgrade the reviewing experience.

Design Process and Analysis

I collected some information about the travel record application, analyzing three applications based on the user reviews and my own experience. At this stage, I collected some relevant information about the travel record application, analyzing some applications based on the user reviews in one market and my own experience. Through the competitive research, I found that all three products have their advantages. When their advantages are combined, the five attributes: automaticity, systematize, timesaving, emotionality, and operational simplicity could be covered. To combine their strength and optimize the design to meet the needs of the users better. Through the competitive research, I found that when their advantages are combined, the five attributes: automaticity, systematize, timesaving, emotionality, and operational simplicity, could be covered, which could optimize the design to meet the needs of the users better. With the topic narrowed, I drafted out the first round of online surveys to understand what challenges the travel document. These surveys were designed to gain a holistic approach without going too in-depth. The questionnaire recovery is 137. Only 17 percent of respondents said they had no trouble documenting their travels. More than 80 percent of people had difficulty keeping travel records. When people browse their travel records, most of them feel for the picture's visual representation. Afterwards, 3 candidates were then selected and interviewed of one week. I focused on listening to the participant's personal stories and paid attention to the details of the stories, noting their specific pain points. I highlighted quotes and stories from the interviews that reflected data and expected trends in our survey to understand user needs and pain points. There are four central users need as follows. The first user need is to record everything together conveniently, which means various information has to be integrated. The second one easily recalls things that happened on the travel by browsing the documentation. Thirdly, accessible

share details with other people. The last need is the diverse methods to capture moments. Besides, there are two findings from the workshop: color greatly influences mood, and people are emotional, and a photo that impresses them can arouse their impulse to travel to the corresponding place. Also, the mood is essential when they first try to recall their journey experience. Users need touchpoints to evoke memories. The discovery from both quantitative and qualitative are synthesized together directly relate to the user pain points. Key insights were drafted for creating user personas and refining the how might we statement.

The first goal is to build an emotional connection between users and their journey. Secondly, encourage users to record what happened during the trip. Thirdly, the process of the record is user-friendly and interactive. The last one intention is to help users organize their travel experience systematically (Appendix A, page 3). I moved on with only synthesizing one user persona. The user character is a frequent traveler and content creator. Her primary motivations come from social, efficiency, share, and achievement. The goal of this portrait is to structural document stories from the travel to gain desirable material to create content and post on social media. The user's touchpoints were separated from the journey map design, which revealed that mood, location, scene, photos, videos, voice, and memo could be the paramount consideration in the case of documenting a trip. Multiple ideas are brainstormed and explored throughout this process. Information categories of memory systems could be divided into two tiers in order to produce the prioritization ranking. The previous research result shows that location, user's mood, and photos are the first tier. The second-tier information includes notes, video, and vocal material. All the components from both tiers would be narrowed down to advanced details information, generating a notebook system to organize and share efficiently, proficiently building a solid emotional connection between users and their travel stories. Then I developed sketches for the notebook system and universe conception, getting the wireframes and navigation and the mood planet design.

To organize every information collected from the preceding result in a unity collaboration with a clear structure, I designed a vertical menu with the categories from tier one and tier two and arranged them in rank sequence. Users could drag down the interface to check the current month and jump to another date by tapping the arrows (Appendix A, page 4). By dragging the emoji of mood to the journo notebook, users could record the first element, the most crucial touchpoint, when they review the whole experience. Furthermore, one research has revealed that recall of information while in a specific mood or information with a specific valence leads to activity in the emotional system corresponding to that mood or valence (Lewis, 2003). Once users created the photos, the image recognition system would divide them into advanced groups, helping users save time on organizing (Appendix A, page 7). This technology would be considered both deep-learning-based methods and traditional computer vision-based methods (Kumar Das, 2020). I applied widget and reminder designs to encourage users and evoke their memory about their past travels. The user could build two sizes of widgets to adapt to their needs, reviewing the visual and vocal details from the table of their phones (Appendix A, page 14). The community was designed for the high social attributes of users, checking others' travel documentation. In addition, a bonus reward to further inspire users to keep recording the journey: unique emoji sets would gift to users (Appendix A, page 17) after spending enough time on Journo.

Conclusion

The overall goal of this project is to help people structurally organize their travel stories and share the details from the journey to friends and family. The users can document the mood, photos, notes, voice memos, and footprints to systematically keep their records during the travel and conveniently review those memories by marking the day of travel with emoticons on maps, calendar and universe. Then collaborating the information, constructing them through image recognition, tracking GPS and others apps' activities with Journo. Every story would be collected in the notebook and universe system, which is more effectively for users to get inspiration from their past trips from one application instead of switching various platforms consistently. Journo also provides a friendly approach to sharing users' travel records: sharing all with a long page or just one part of the story to fulfill particular needs.

Appendix A: Bibliography and References

Published by Textor, C. "China: Coronavirus Impact on Domestic Tourism 2020." Statista, December 16, 2020. https://www.statista.com/statistics/1109554/china-coronavirus-covid-19-pandemic-impact-on-domestic-tourism/.

Iqbal, Mansoor. "Tiktok Revenue and Usage Statistics (2021)." Business of Apps, November 12, 2021. https://www.businessofapps.com/data/tik-tok-statistics/.

Lewis, Penelope A., and Hugo D. Critchley. "Mood-Dependent Memory." Trends in Cognitive Sciences 7, no. 10 (2003): 431–33. https://doi.org/10.1016/j.tics.2003.08.005.

Kumar Das, Saikat, Pankaj Kumar Bajpai, and Rituparna Sarkar. "Fast Stereo Depth Estimation in Smartphone Devices with Narrow Baseline." Communications in Computer and Information Science, 2020, 3–13. https://doi.org/10.1007/978-981-15-8697-2_1.

Yang, Chris. "Woman leaning back on the white wall." Unspalsh, September 8,2019. https://unsplash.com/photos/EcWOVYEe87s

Costello, Kev. "Woman with wood table" Unsplash, February 7, 2018. https://unsplash.com/photos/w3jVXGkYZCw

Lange, Dominik. "Lifeguard houses under bright sky." Unspalsh, April 26, 2016. https://unsplash.com/photos/QOL_IwPmj6E

Perkins, Patrick. "Yellow and black road sign" Unsplash, August 25, 2020. https://unsplash.com/photos/Pg44v2M2S6k

Errazuriz, Mria. "People walking on the street during the day photo" Unsplash, March 23, 2020. https://unsplash.com/photos/tmAD3JRVRlg

Mattia, Bericchia. "Cars on road near the bridge photo." Unspalsh, February 20, 2020. https://unsplash.com/photos/VbE06LshpcI

Ramírez, Jorge. "City skyline under blue sky." Unspalsh, March 24, 2020. https://unsplash.com/photos/LidbcAAz_hI

Lee, Casey. "Cooked food photo." Unspalsh, June 27, 2016. https://unsplash.com/photos/awj7sRviVXo

Munsell, Alex. "Grilled steak with vegetables." Unspalsh, May 21, 2015. https://unsplash.com/photos/Yr4n8O_3UPc

Sheldon, Jeff. "People swimming on hot spring near the mountain." Unspalsh, November 6, 2014. https://unsplash.com/photos/jTeQavJjBDs

Richards, Avi. "Hotel with awnings photo." Unspalsh, November 15, 2019. https://unsplash.com/photos/imKWvuBBS1o

Philippe, Gauthier. "City skyline under blue sky." Unspalsh, March 24, 2020. https://unsplash.com/photos/LidbcAAz_hI

Ramírez, Jorge. "White concreate building under blue sky." Unspalsh, August 18, 2020. https://unsplash.com/photos/mlE5f4rcIqM

Rohard, Reuben. "White coupe parked on the street." Unspalsh, July 30, 2020. https://unsplash.com/photos/C42KtHevC_o

W, Donna. "Trees near ocean photo." Unspalsh, September 12, 2019. https://unsplash.com/photos/uA0coAqrrIU

Ockel, Laura. "Birds flying over the sea." Unspalsh, July 25, 2020. https://unsplash.com/photos/bDVJ7j5sTPs

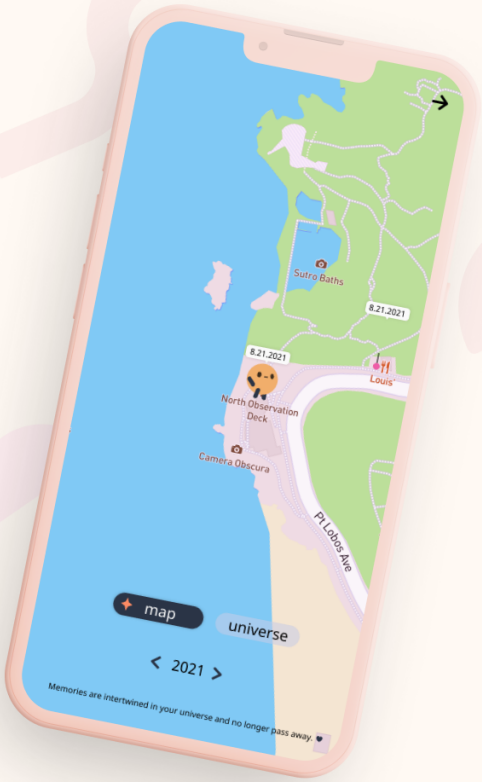
journo

organize and share the memory of your travel experience

UX/UI | Year of 2021 | VCDE thesis

Design by: Ziyi Tao

Instructor: Adam Smith, Mike Strobert



Problem

background

- China's tourism industry
- expansion of Tiktok
- bookmark memories

problems

01 have trouble in documenting travel stories

02 Messy records will bother people

03 Difficult to keep the record during the trip

Solution

01

improve the interaction level between users and their travel records

02

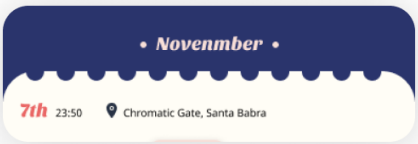
Providing systematic organization

Goal

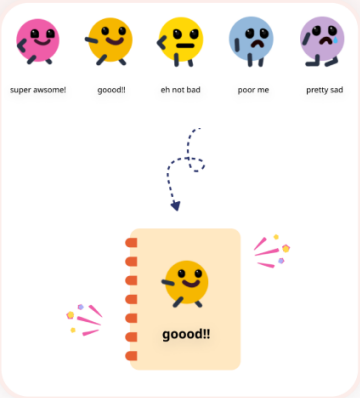
- inspiraing
- motivated
- flexible
- systematic

Make the categories

location,time



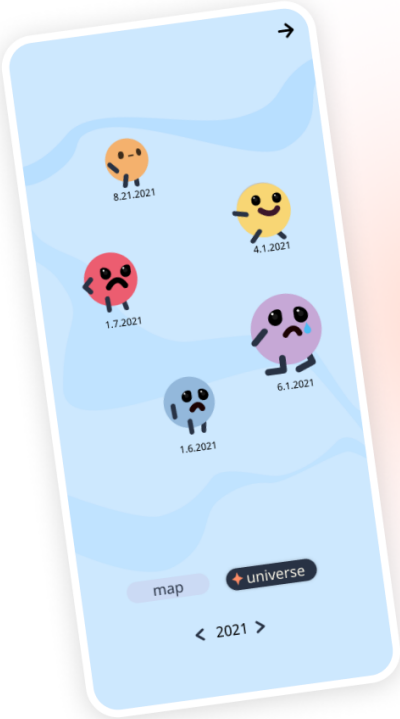
calender system

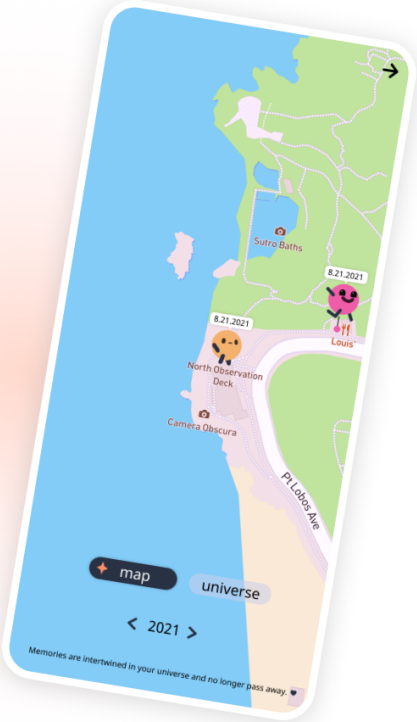


Mark of the day: mood lable

Record Universe

randomly review
past stories

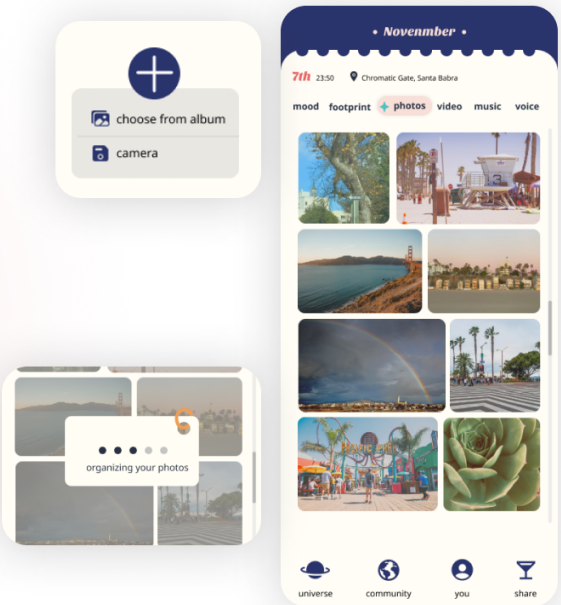




Mood Mark on Map

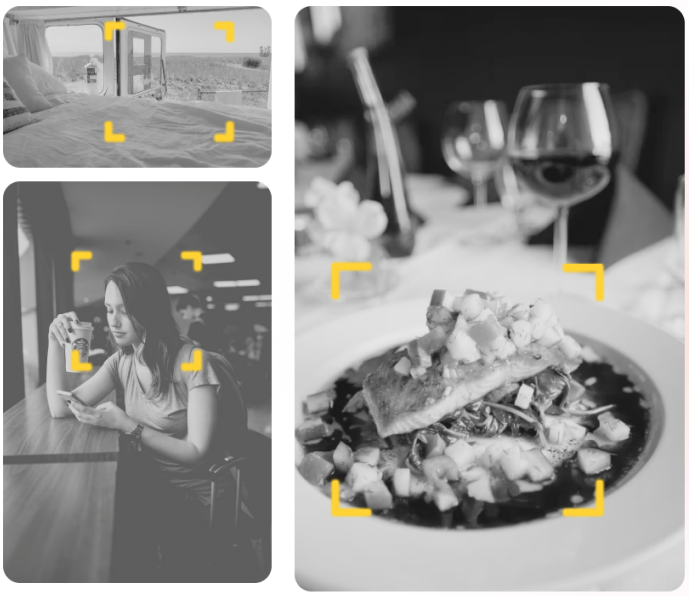
mood label&
location

Organize Photos



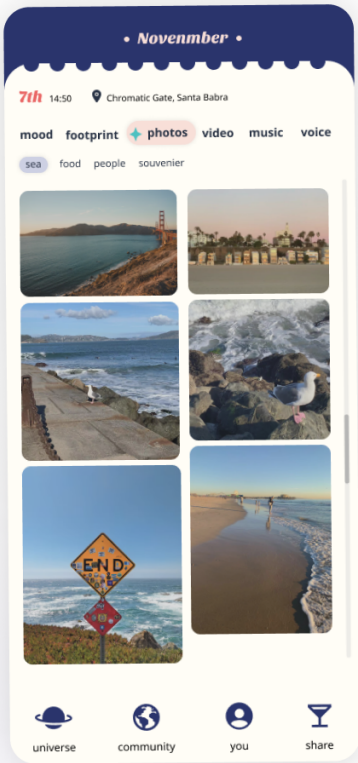
input ⟶ gallery generated ⟶ structural ouput

image recognition technology



AI deep-learning × computer vision

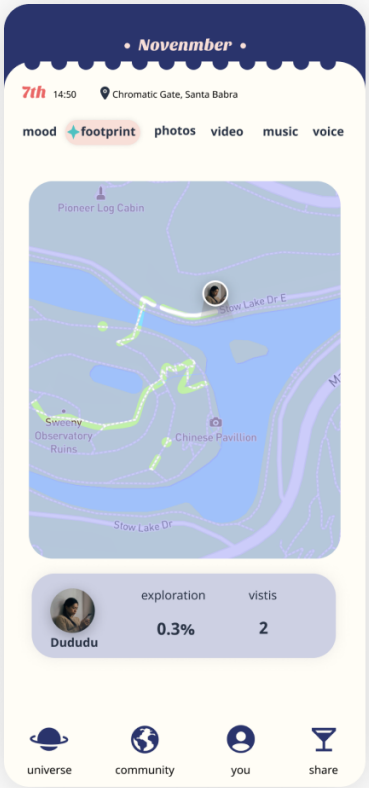
advanced classification



details

Footprint Record

location
×
route
×
data



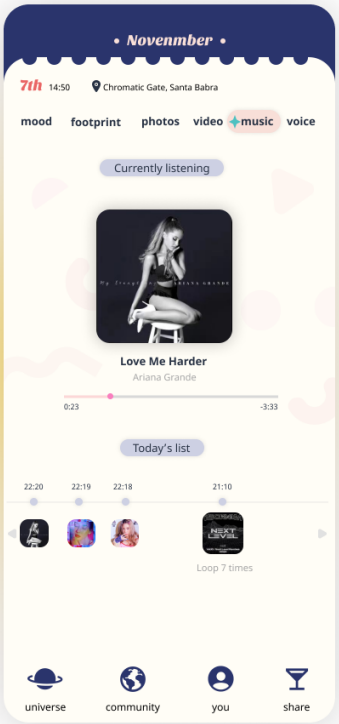
places have been explored

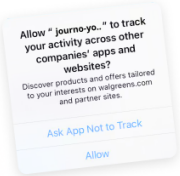
Track Music Users Enjoyed on The Way

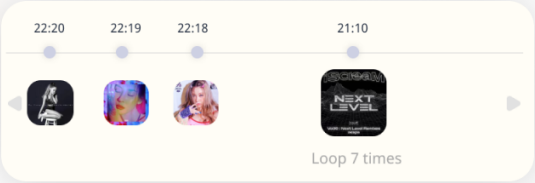
mood at the moment

×

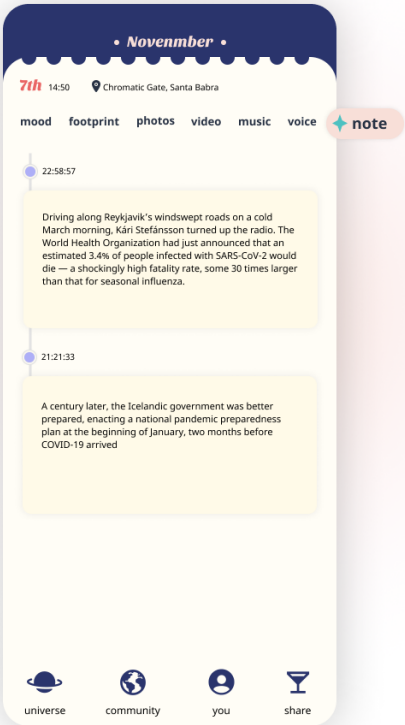
vocal information





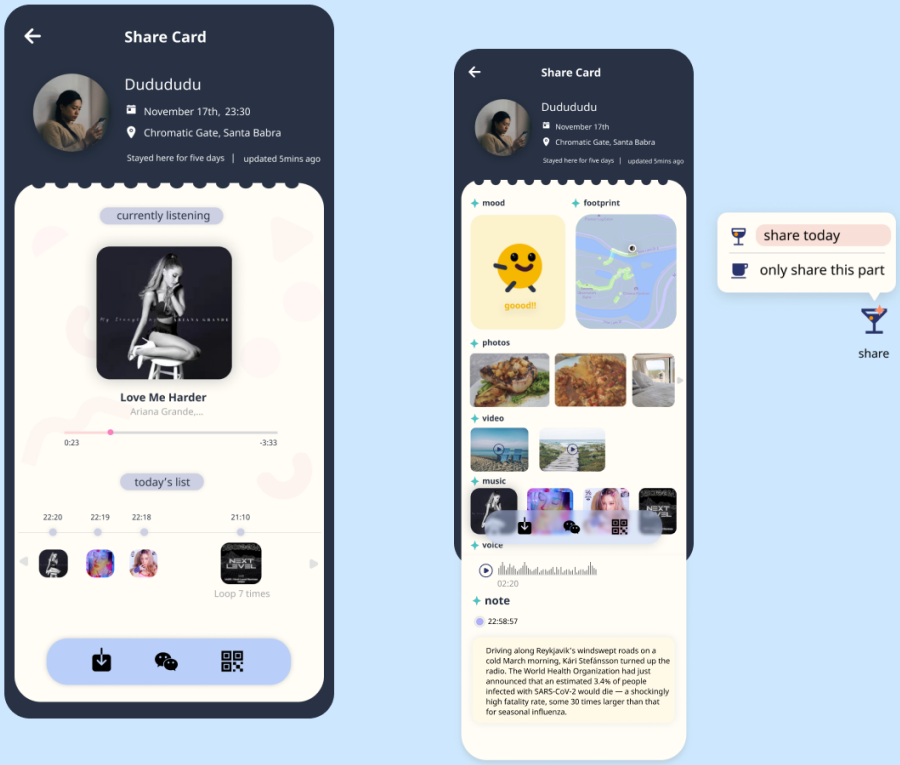


Text Record of The Travel

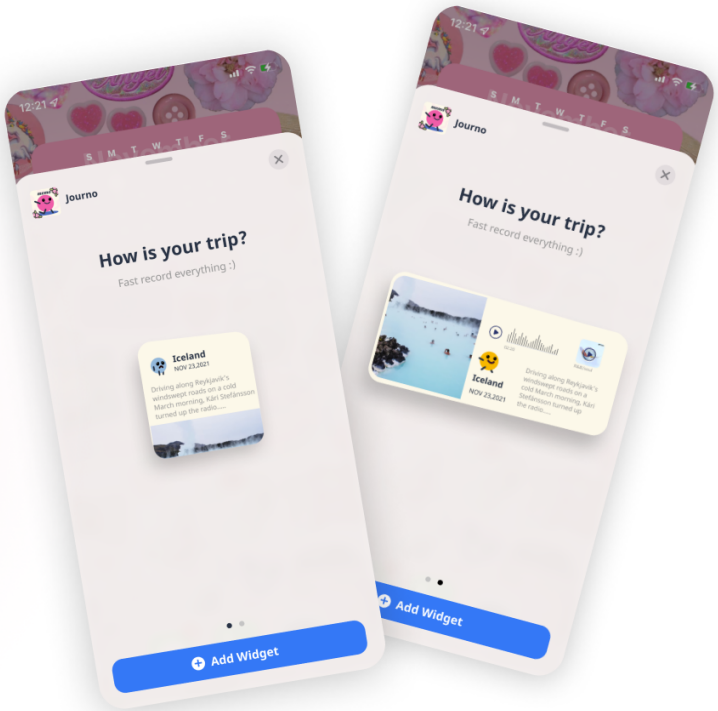


Share Every Details With Friends and Family

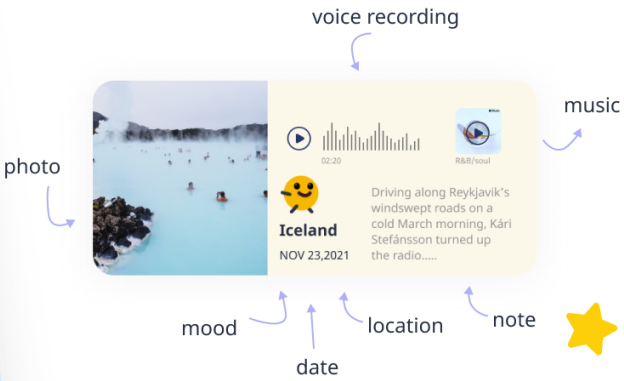
universe community you share



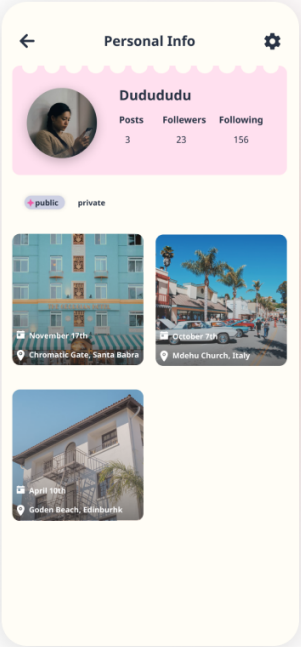
Build Widget of Your Travel memory

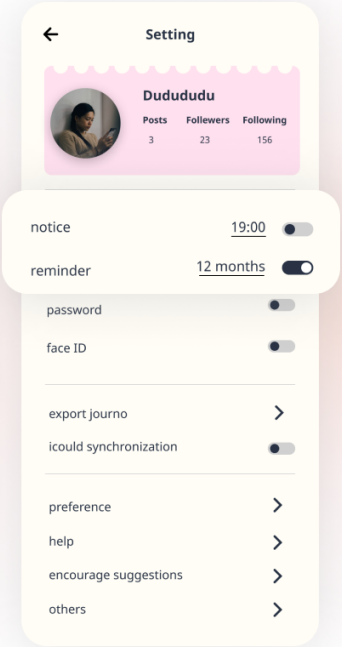


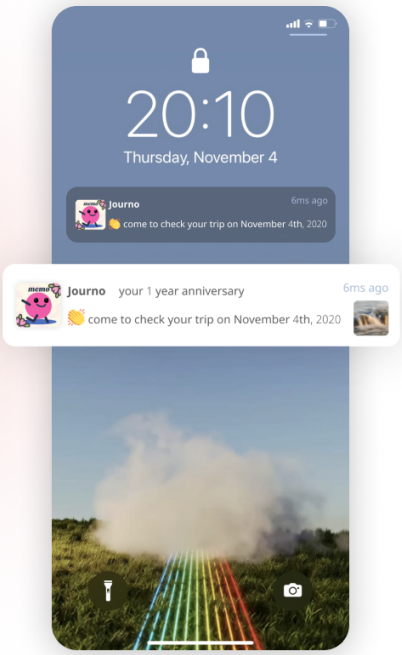
collaboration on table



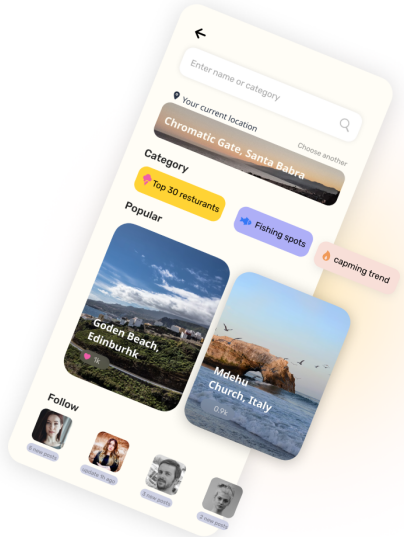
Friendly Reminders

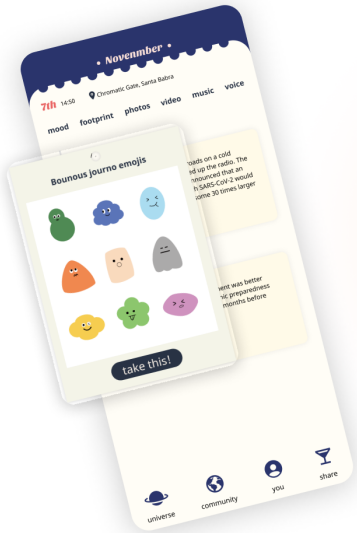






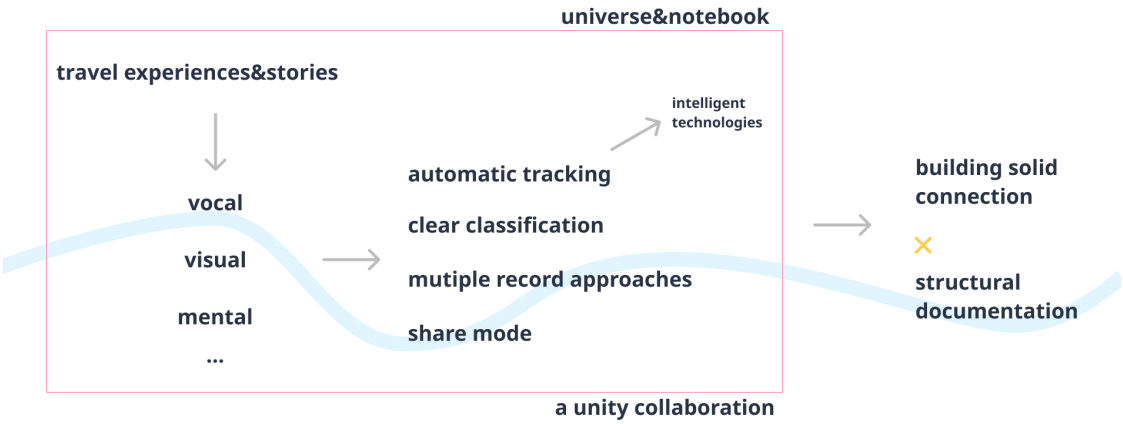
Visit Community To Get More Inspiration





Get Surprise Bounus As Rewardings

Conclusion



ZIYI TAO

UX/UI Graphic&Motion

Appendix C: Semplice Screenshot