



Team members:

Alexander Goldman, Duarte Teixeira, Mara Dionisio, Carlos Lucas

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## OVERVIEW

With the bulk of our research behind us, we began to prepare for Quarters Presentations this week. Quarters will be this coming Monday. Our goal this week was to take the insight from our research and transform it into a series of simple prototypes and wireframes that we will present at Quarters and, in greater detail, to our client afterward.

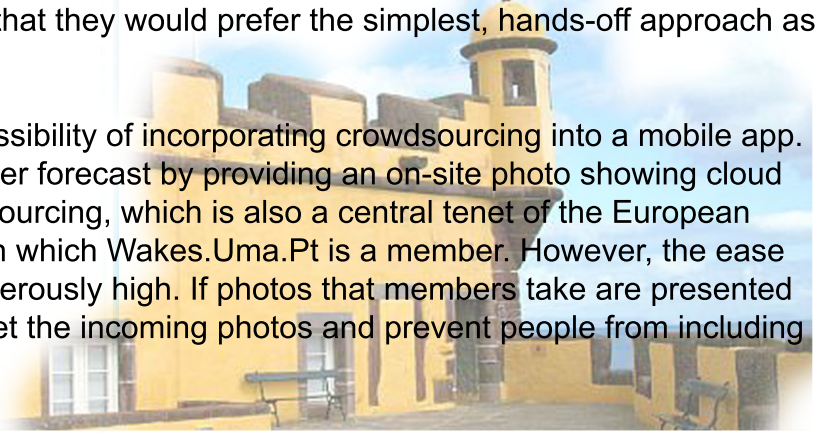
As a team, we decided that a simple web-based service (webpage) would be suboptimal in terms of reaching tourists. We focused primarily on smartphone apps and interactive installation. We even debated presenting, as our pitch, that we would build both a smartphone app and interactive installation.

Within the research, we have been deliberating over interpretations of several key insights. First is that most tourists do NOT check weather before doing an activity, and will do the activity regardless of weather. In other words, tourists will book a levada walk with an adventure company, and as long as the company does not cancel the trip, the tourists will show up rain or shine.

One way to interpret this is that tourists simply don't care about the weather- that weather doesn't impact the quality of their vacation. After all, if it did impact their vacation, than the tourists would take the time to plan to avoid bad weather. We believe this is not the case. Last fall, during our adventure module, we went whale and dolphin watching on the sea when the waves were large. Many of us got seasick, and we didn't see any whales or dolphins.

Our interpretation of the data is that tourists find analyzing the weather stressful, and the habit is not ingrained in their vacation rituals. Tourists overwhelmingly responded to our survey stating that their preferred method of learning about the weather would be from a hotel receptionist- this aligns well with our theory that tourists believe checking weather is stressful, and that they would prefer the simplest, hands-off approach as possible.

We spent many hours in meetings debating the possibility of incorporating crowdsourcing into a mobile app. Crowdsourcing could be used to confirm the weather forecast by providing an on-site photo showing cloud cover or precipitation. Our client is keen on crowdsourcing, which is also a central tenet of the European Network of Living Labs, an umbrella organization in which Wakes.Uma.Pt is a member. However, the ease of 'griefing' or 'trolling' using crowdsourcing is dangerously high. If photos that members take are presented as proof of the weather, we would need a way to vet the incoming photos and prevent people from including inappropriate content.



**Plans:** We are eager for Quarters. We finally feel that our knowledge of our space and our grasp on possible solutions are sufficient to advance and start iterations. We can't wait to get feedback back from our client and hear which idea he would prefer to see developed.

**Progress:** We have taken our insights and transformed them into 4 distinct pitches to present at Quarters Presentations.

Alexander Goldman