

The background of the slide features a close-up of a wall with a grid pattern. Large, bold red graffiti characters are visible, with the letters 'TO' and 'CO' being prominent. The wall is covered in shadows cast by hands, suggesting a public space where graffiti is common. A dark horizontal band is overlaid across the middle of the image, containing the title and subtitle.

CULTURAL VANDALISM

Improve tourist behaviours while they visit Japan.

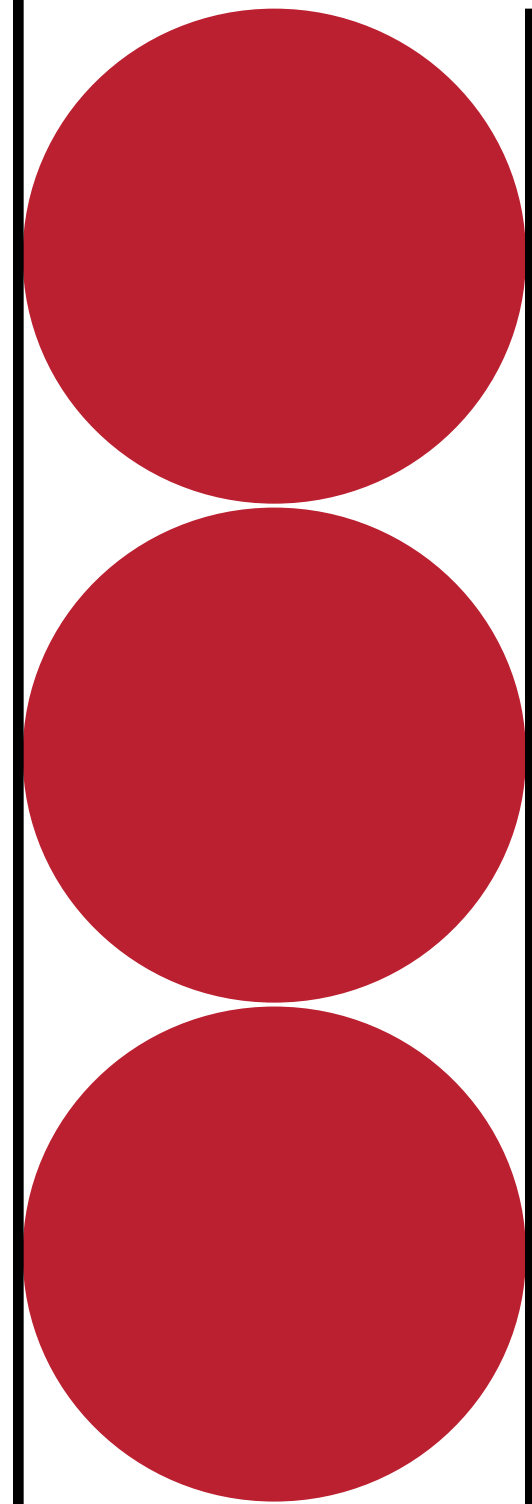
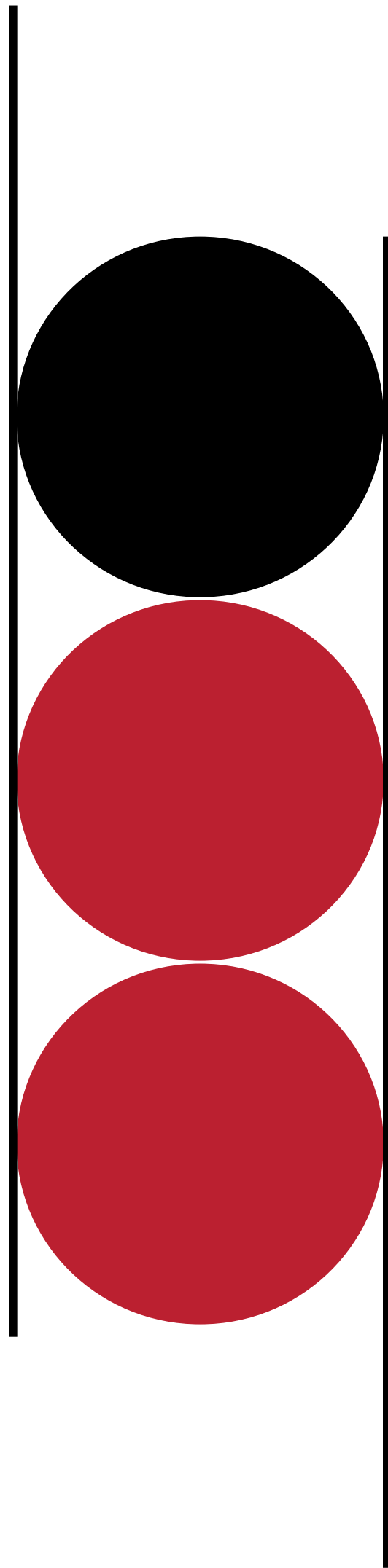


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PROJECT BRIEF

DESIGN OPPORTUNITY

As tourists, we have been asked to look at our impact on the planet, offset our carbon emissions and support sustainable business; but no one is asking us about our impact on the people of these destinations.

Although there can be no “perfect tourist”, there can be better ones. Tourists that are well informed, empathetic, respectful of the local people and understanding of cultural differences could help stop the anti-tourism movements and community hostility toward tourists. It could allow for improved relations between tourists and destination communities that rely on tourism to keep their economy afloat.

CONCEPT

This design will be an app focused on bringing awareness to the cultural vandalism brought on by tourist behaviours in Japan. It will take a fun, visual, and humorous communication approach to keep the information light hearted and hopefully reduce resistance. Guidance notifications will be delivered in real time, based on their geolocation.

These visual communications will target western visitor behaviours that they may not know are problematic. To allow for appropriate travel preparations, there will also be a resource feature, to supply information on cultural and behavioural expectations in Japan.



TARGET USERS

Adults - Age 20-65

Singles or Couples

Western Culture

Motivated and Empathetic

Well travelled (7+ Countries)

Educated - Undergraduate level or more



WHERE

This design will intervene while the user is at home and while they are traveling in Japan.

- Delivered on a mobile phone.


(Since it is a familiar medium to the user and less likely to be ignored)

- Users geolocation dictates what type of guidance they receive.
- At home for planning and in Japan for guidance
- In neighbourhoods, attractions, temples, restaurants, stores and on transit.

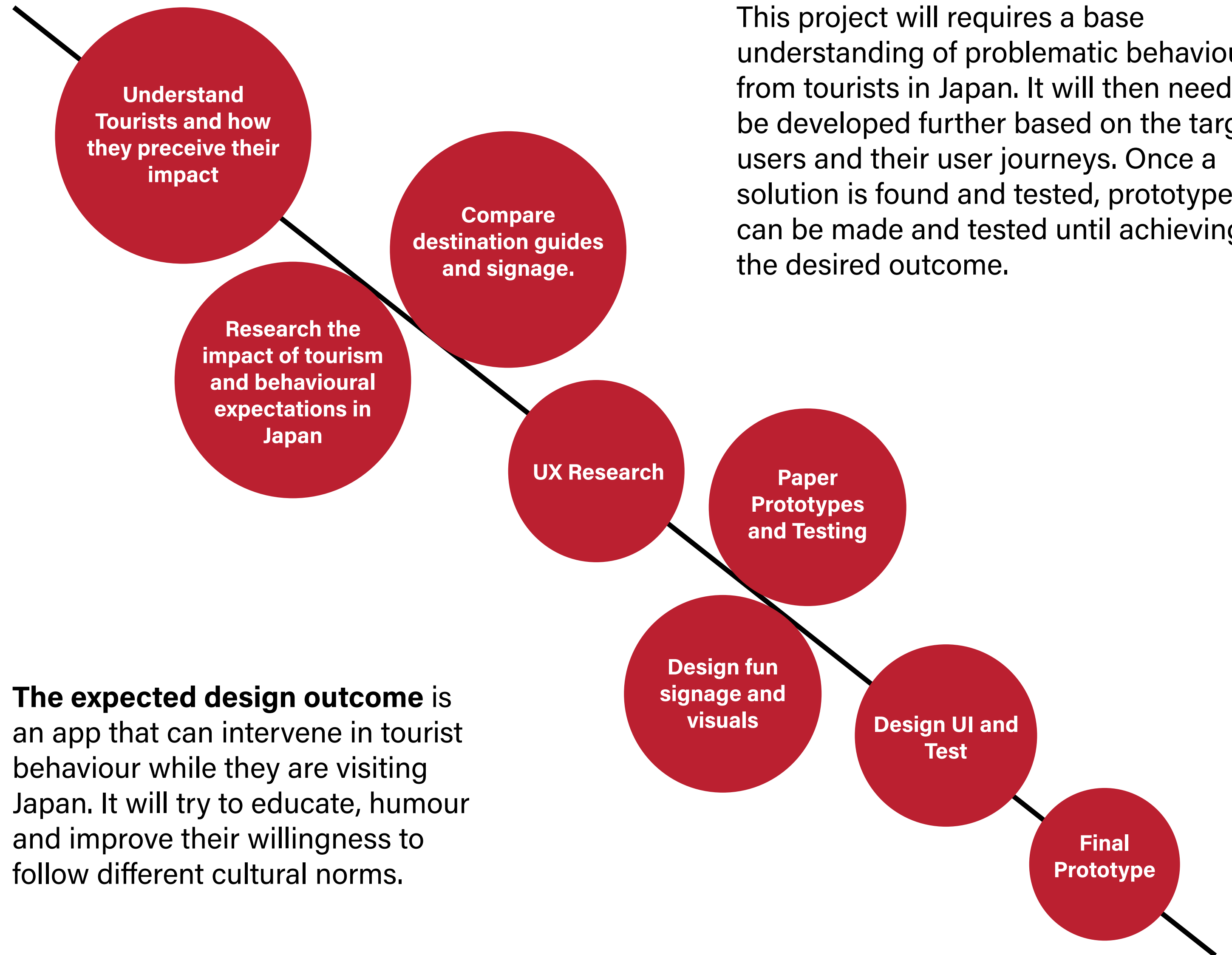


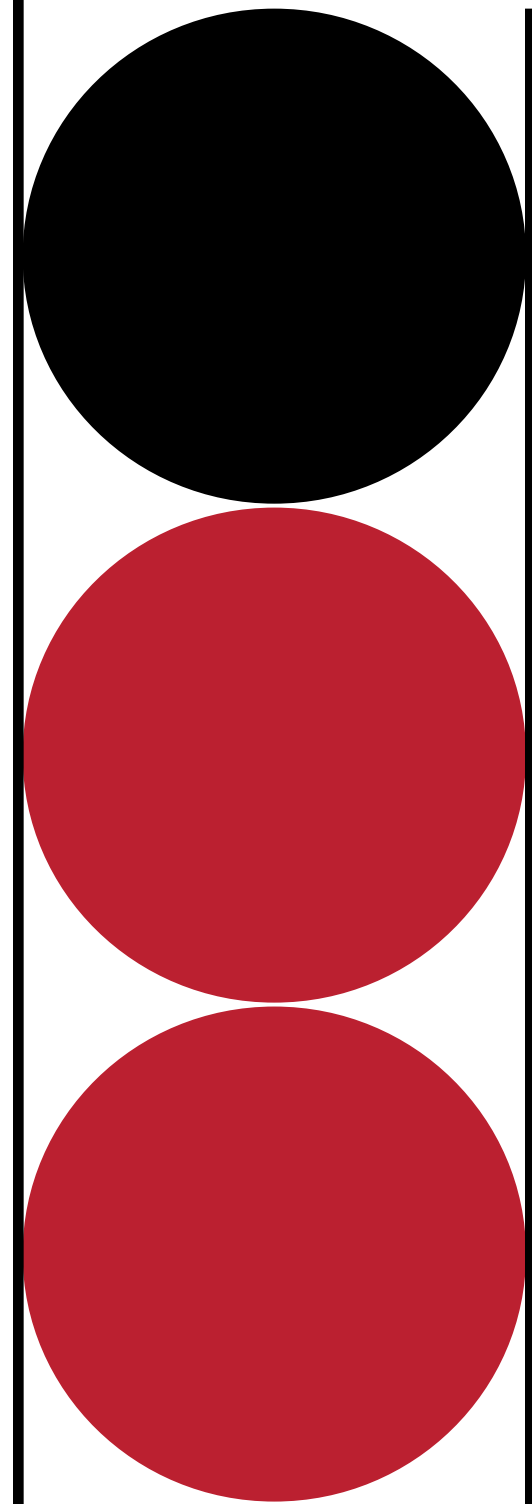
WHEN

The design will impact both their planning process before the trip, and during their trip. It will communicate with them throughout their travels in Japan to provide a fun reminder of what not to do.

- Before leaving their accommodations
 - While traveling
 - When participating in activities
 - Before eating in a restaurant or bar
 - Interacting with local businesses
- 

PROCESS





TOURISTS

VS.

JAPAN



Similar to many other tourism hot spots in the world, Japan has struggled with bad tourist behaviours impacting the lives and wellbeing of locals. Manners and respect are highly valued in Japan, and it has been difficult to get the same understanding of these values from tourists with different cultural backgrounds.

Kyoto

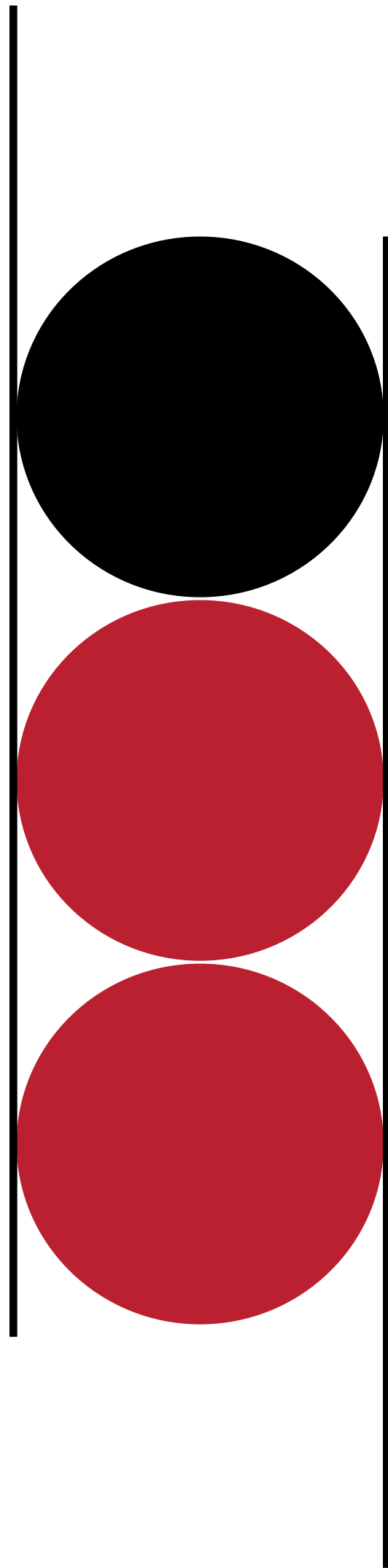
Tourists take unwelcome photos of people and businesses. Some have tried to touch Maiko (Geisha in training) as they go about their daily training, causing serious distress in the community.¹

Arashiyama Bamboo Grove

Over 100 bamboo trees in this sacred UNESCO world heritage site have been defaced by etchings made by tourists. The manager of the site said he is "past the stage of anger and is feeling deep sorrow" due to these disrespectful actions.²

City of Kamakura

They have been forced to implement a formal ban on eating while walking due to the litter it created in the streets, and the distraction it causes tourists while walking.³ Littering has also been linked to the deaths of multiple native deer in Nara.⁴



SURVEY

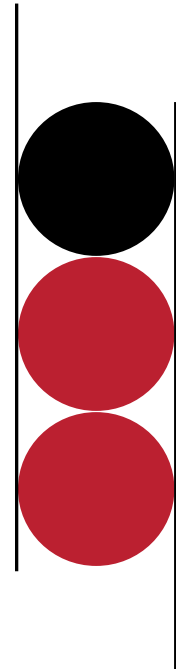
TOURIST SENTEMENT

SURVEY

Online Survey

9 Questions

16 Respondents



QUESTIONS

How many countries have you visited?

Do you believe that tourists have a responsibility to learn about and respect local culture & customs in order to reduce their negative impacts on the daily lives of locals?

Before travelling, do you research the local laws and cultural expectations to make sure you are well informed?

When travelling, do you prioritize your physical/emotional comfort over the comfort of locals and the community?

When travelling, have you ever intentionally behaved in a way that was disrespectful to the locals, their culture or way of life? Please explain the events further.

When travelling, have you ever unintentionally behaved in a way that was disrespectful to the locals, their culture or way of life? Please explain the events further.

Have you ever had a negative experience with tourist behaviour in your home city? (i.e. Behaviour, Actions, Ignorance... etc.)

Who do you feel is responsible for changing / adjusting their behaviour to ensure better harmony between tourists and destination communities?

To provide greater insight, could you please describe where your personal culture comes from? (e.g. North American, Scottish descent)

RESPONSES

“Responsibility lies with both parties. Tourists need to be more respectful but locals should make certain wants and needs clearer. I don’t know what you don’t tell me.”

“When I chatting with my friends in a low voice on the subway in Japan. No one talks or make any sound on the subway in Japan”

“Put my feet up on a table when I was in Thailand before I know it was one of the most disrespectful things you could do to a thai person”

“I think it’s a bit of both! I think it’s important for locals to share parts of their culture if they want to be open to tourists but tourists need to do their research before travelling”

ANALYSIS

Travel Experience

12.5% 1 to 4 Countries

43.75% 5 to 10 Countries

43.75% Over 10 Countries

SURVEY DATA

Only 3 out of 15 respondents said that they had unintentionally behaved in a way that was disrespectful to the locals, their culture or way of life.

No respondents that had visited over 10 countries said that they had unintentionally behaved in a way that was disrespectful to the locals, their culture or way of life (0 out of 7).

1/16 said they had intentionally behaved disrespectfully when visiting a destination.

87% of respondents said that they do some form of research on the local culture and laws before travelling.

7 out of 16 respondents listed having poor experiences with tourists in their home city.

93% of the respondents believe that the tourists carry the majority of responsibility for maintaining a harmonious relationship with the destination community. destination communities by educating themselves and respecting local cultural practices.

TOURISTS IN THEIR CITY

"Western men often consider Asians love them no matter what they have behaviour, so, many of them misconduct their manner in the way might consider sexual predators"

"Polluting"

"Noise and public drinking and bad behaviour."

"Ignorance"

"Racism and vandalism"

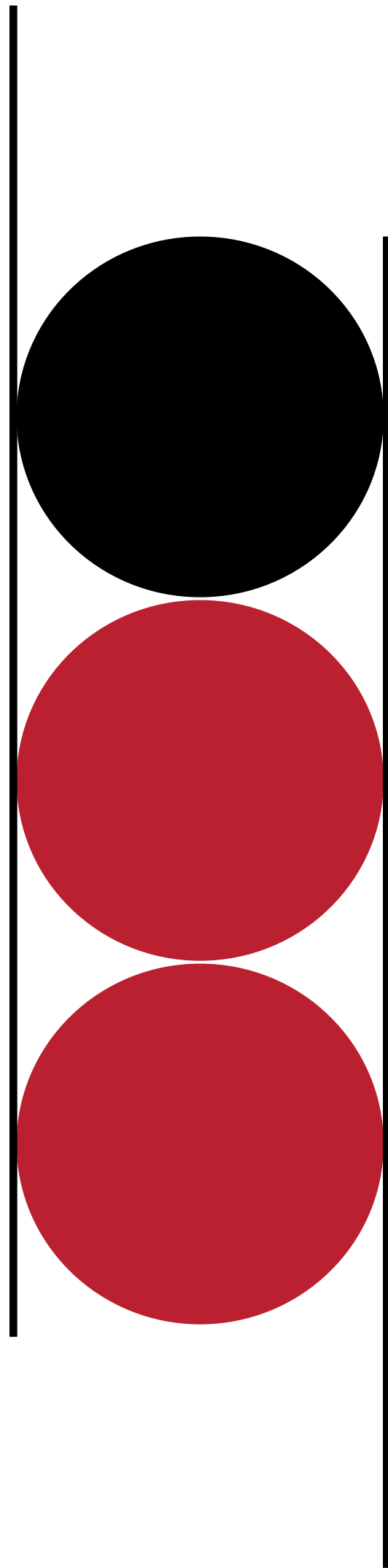
"People being rude when I'm working"

ANALYSIS

The amount of countries travelled to is not an indication of a persons level of behavioural and cultural awareness.

Respondents may be completely unaware OR have not reflected on their behaviour at a destination. Bad behaviours may not have been called out or corrected.

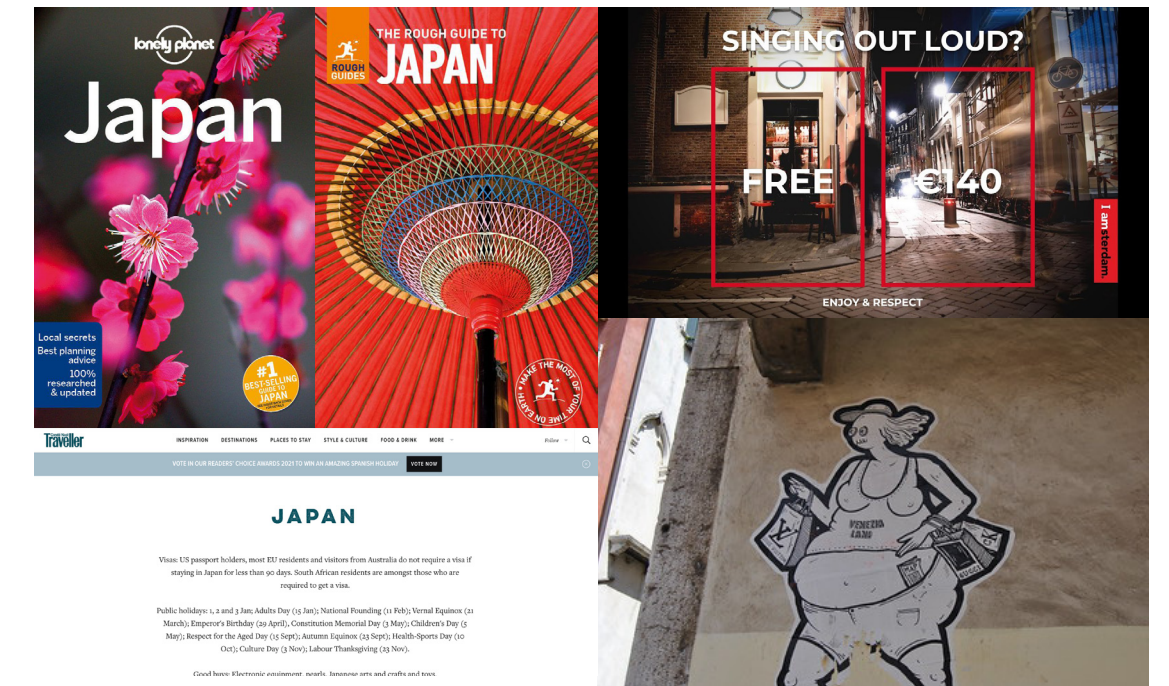
Tourists are willing to do research and they are aware they may need guidance.



COMPETITIVE ANALYSIS

COMPETITIVE ANALYSIS

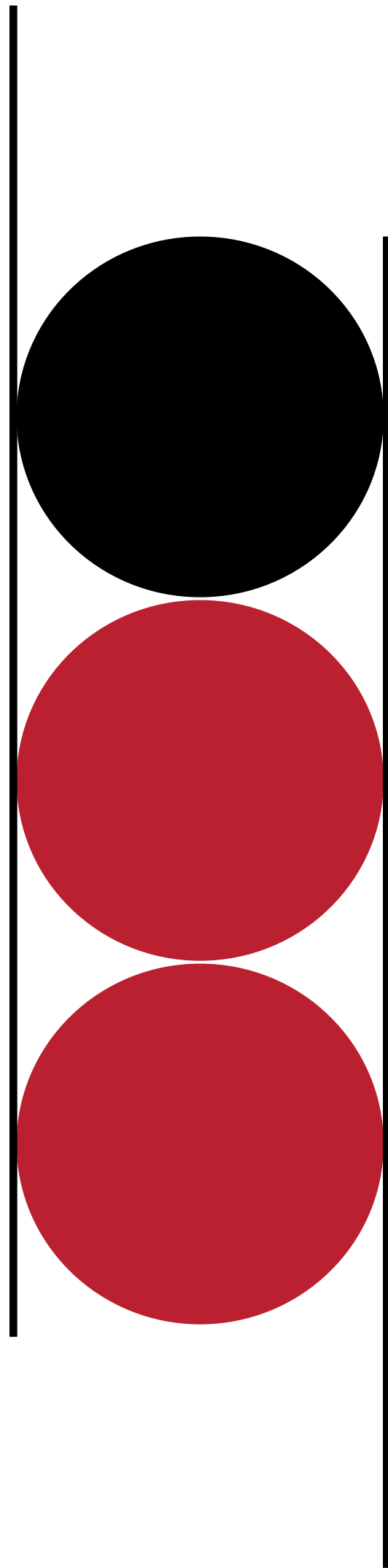
	Lonely Planet	Conde Nast Traveller	Rough Guides	Enjoy & Respect Amsterdam	Venezia Lady - Graffiti
Digital					
Physical					
What to do					
What not to do					
Calendar/Timing					
Attractions					
Food					
Shopping					
Accommodation Info					
Transport					
Safety/Earthquakes					
Tips and Tricks					
Maps					
Images					
Etiquette					
Laws and Fines					
Self Reflection					
Humor					



These guides and communication methods have all been chosen for their common goal of communicating with tourists.

Official travel guides focus on getting basic destination information to the user as a resource. Campaigns and art have to communicate in a more engaging way, which is meant to influence tourist behaviours and make them more self aware.

Through this comparison, we can see a gap in the type of information that comes from guides vs. local campaigns and art. Official tourism guides do not utilise creative or impactful communication styles. There is an opportunity to take strategies from behavioural campaigns and street art, then apply them to an official tourism documents and guides.



SIGNAGE

PHOTO STUDY

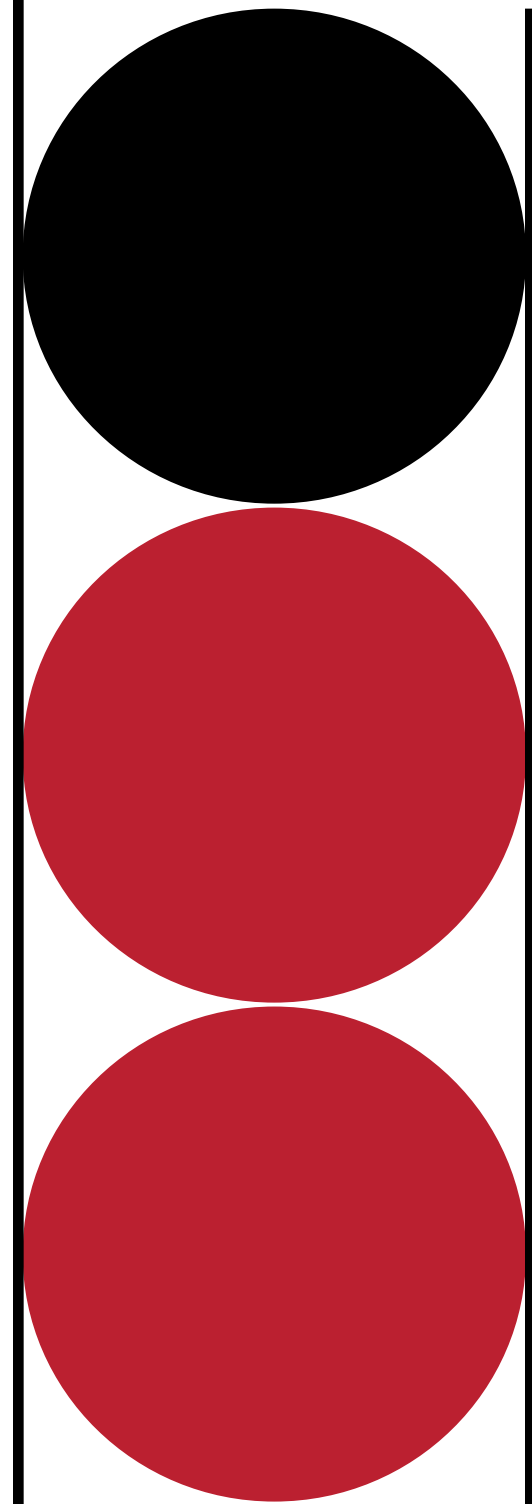


SIGNAGE PHOTO STUDIES

“In its capacity of a symbol of cultural consciousness of a destination, which assigns it a role of a destination’s culture broker, the tourist attraction signage transmits world views and stimulates a variety of behaviours.”⁵

“signage, while indeed exerting control and constraining tourists’ social action, simultaneously mobilises resources of a tourist destination thus initiating a process of visitors’ education.”⁶

Destinations have been leveraging signage for behavioural change in tourists for a long time. Utilising personal phones to deliver these messages, increases their chance of being seen and can provide more personalised communication to the tourist.



BEHAVIOUR

RESEARCH: JAPAN

WHAT TO DO:

- Place money on the tray for transactions
- Smoke in designated smoking area
- Bow rather than shake hands
- Keep your phone on silent, especially on public transport
- Slurp soup, chew less
- Cover tattoos in public baths
- Be thoughtful and unobtrusive on the lives of others
- Follow directional arrows on the ground
- Use portable ashtray for cigarette butts



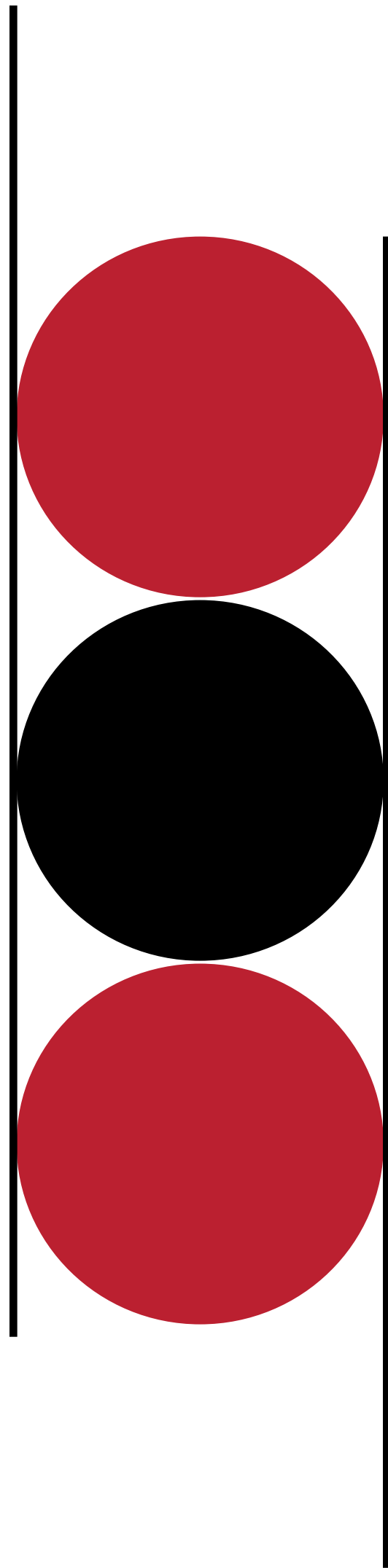
Sources

<https://www.japan.travel/en/>

<https://www.japan-guide.com/e/e2009.html>

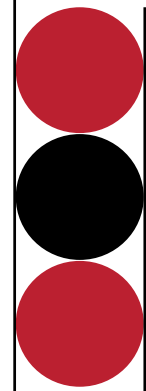
WHAT NOT TO DO:

- Talk loudly on transport or in public
- Smoke while walking
- Drink or eat while walking
- Tip wait staff
- Put money directly into peoples hands
- Be drunk in public
- Keep your shoes on in a ryokan
- Bring a stroller or suitcase on the train at rush hour
- Don't walk against the crowd
- Argue about rules related to tattoos
- Let your luggage block passageways
- Don't make garbage while walking around
- Show PDA (No kissing in public)
- Take pictures of people without permission.



PERSONAS

LISA



Canadian
Age 65
Married to David
No Kids
Dog - Harley



Lisa has been happily married to her husband David for 30 years. Both are recently retired and have big plans for their new found freedom. They love to live sustainably, growing some of their own food in the garden, composting and recycling materials in crafty ways. Each year they go on a big trip somewhere new, to experience the culture and try some exciting new activities. They have mainly focused their trips to Europe and South America, but this year they want to go somewhere in Asia. In their free time they enjoy dinners with friends, going to the city for stand-up comedy nights and taking the canoe out on small camping trips.

PERSONALITY

Empathetic



Generous



Spontaneous



Detail Oriented



Creative



Witty



Independent



Curious



Favourite Countries: Peru, Italy and Hungary.

Favourite Apps: Facebook, Airbnb and The Fork.



Goals:

- Experience life to the fullest
- Have an exciting retirement
- Learn another language
- Reduce her impact on the planet

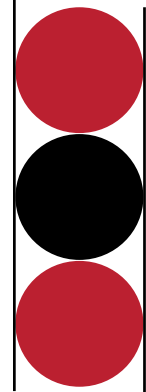
Wants and need:

- See as much of the world as possible
- Leave the world a better place
- Learn something new every day
- Have fun with David
- Be in control

Motivations:

- Wanting to be a good tourist
- The need for knowledge and understanding
- Having travel stories to tell their friends

MAX



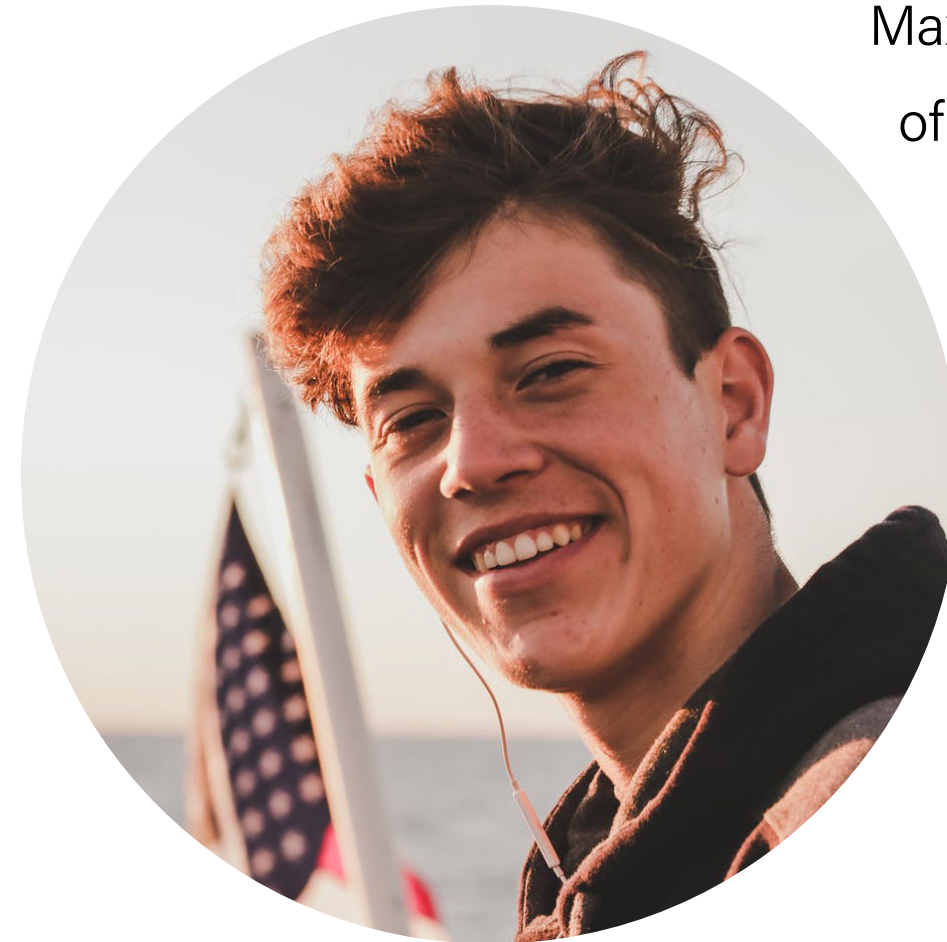
American

Age 23

Single

University Graduate

Sister - Ella



Max grew up in a family that values experience and education above all. A large part of his education has come from the travelling they did together while growing up. His parents loved bringing Max and his sister Ella on trips to new places, to help them better understand the world and all the different people within it. Max is now finished university and taking a year off to work abroad and see more of the world. He has spent the last 6 months working in hostels around Europe and he is now getting ready to explore Japan. Even with all of his previous travel experience, Max is aware that he does not know very much about Japanese culture, and he'll need to do a little more research than usual to prepare for his trip.

PERSONALITY

Adventurous



Kind



Quiet



Direct



Observant



Reliable



Stubborn

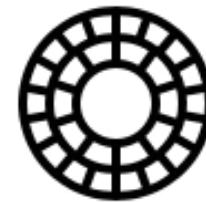


Imaginative



Favourite Countries: Vietnam, Greece, and Australia.

Favourite Apps: Meetup, VSCO, and Spotify.



Goals:

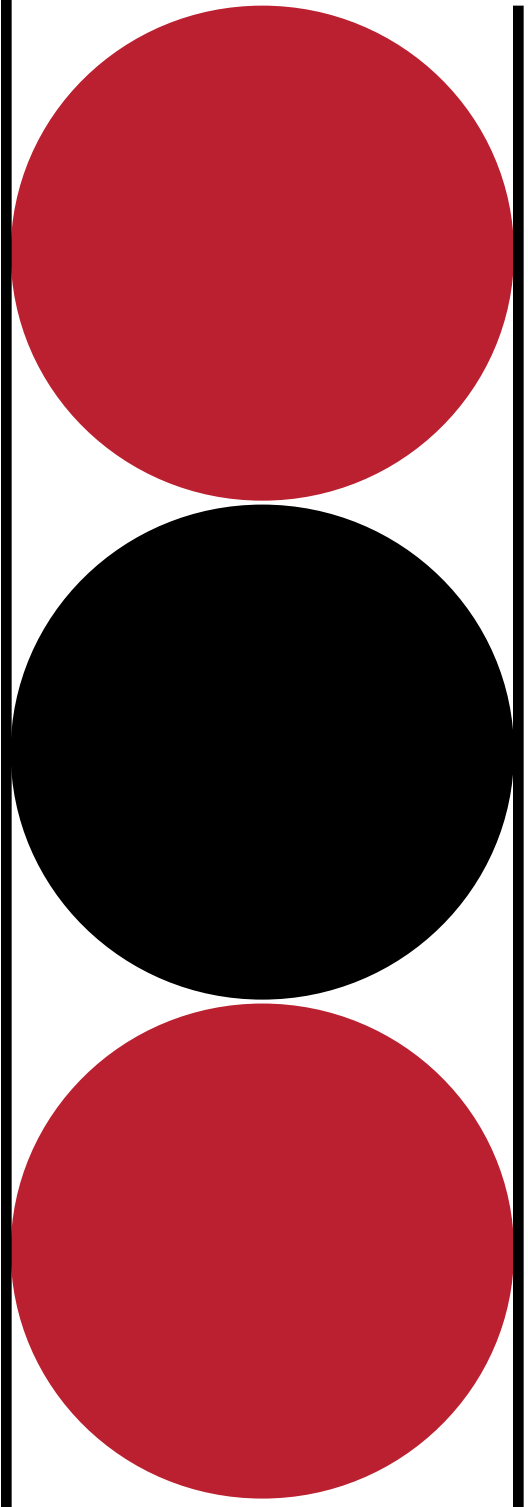
- Become a part of the global community.
- Learning and knowledge
- Make memories to last a lifetime
- Be a responsible traveller

Wants and need:

- Being independent / autonomy
- Stepping out of his comfort zone
- Have unique experiences
- Document this year of traveling (Journaling, Photos and videos)

Motivations:

- Self discovery
- Curiosity
- Finding friendship abroad
- Personal growth



SCENARIOS & STORYBOARDS

LISA



Lisa and her partner David are heading on a trip to Japan this spring. They have heard great things about Japan's food, people and attractions. This will be their first trip to a country in Asia and so they have a lot of research to do in order to pack appropriately for the trip and learn about local customs. From the moment they stepped on the plane they started getting a sense of the cultural shift. They

plane was quiet, everyone was being very efficient with putting their bags in storage and keeping to themselves once in their seats.

Once they landed Tokyo, they ventured off the plain looking for somewhere to grab a quick snack. They found a small shop and purchased a few snacks they could eat while making their way out of the airport. After walking for a couple minute, Lisa notices they were the only ones consuming anything while on the go and on top of that, they were being looked at in a strange way. Lisa felt uncomfortable and had a feeling there might be missing something or just unaware of local customs. Once they stopped to wait for their baggage, Lisa searched online for information on Japanese Culture and found the Yasashii App. It promised to guide her with fun but useful information and resources.

Registering her location in the airport, the app displayed an image of tourists stopped in the middle of a busy walkway, blocking traffic with their suitcases. Lisa looks up and sees that she is basically doing the exact same thing. Blushing from a feeling of embarrassment, she takes David and the suitcases off to the side so they are no longer blocking the way. Lisa laughs, thinking how relevant the warning was and continued to use the app to guide them on their trip through Japan.

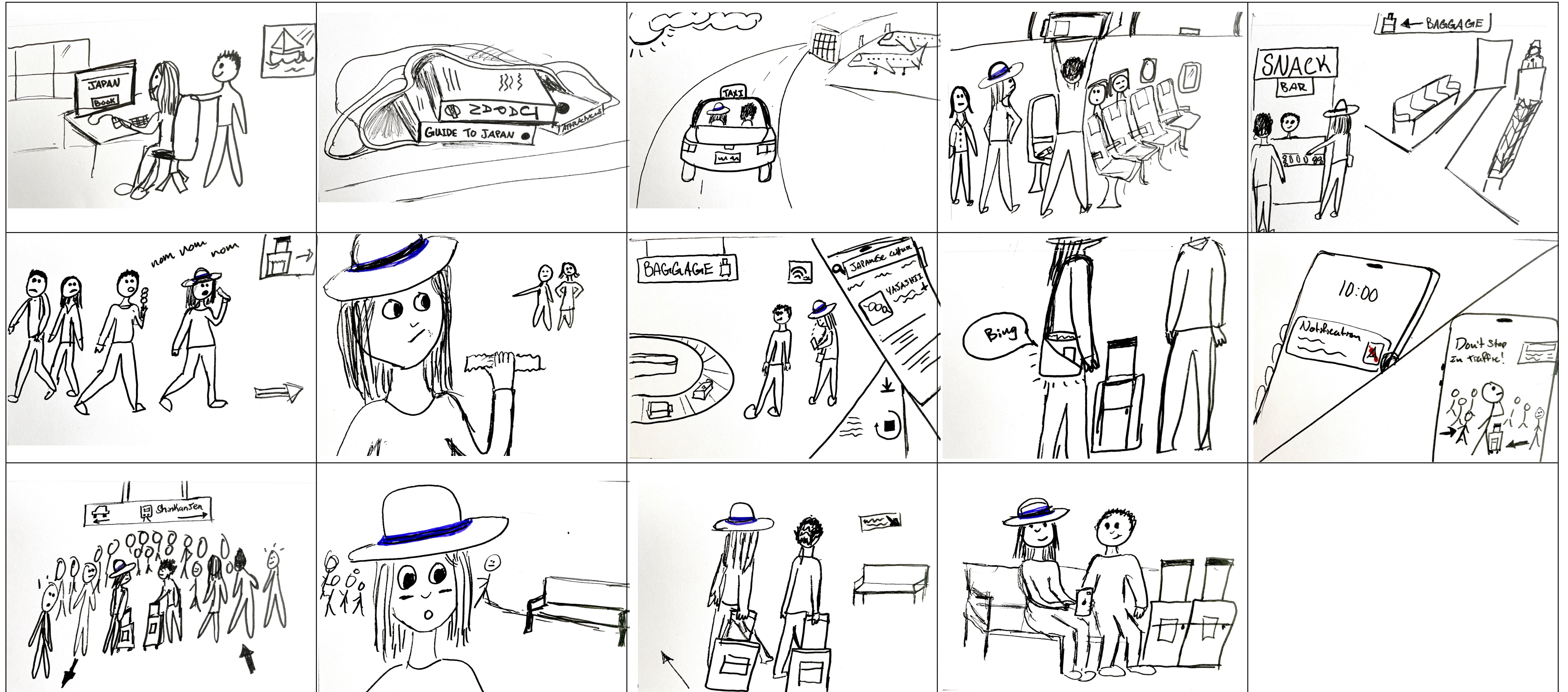
MAX



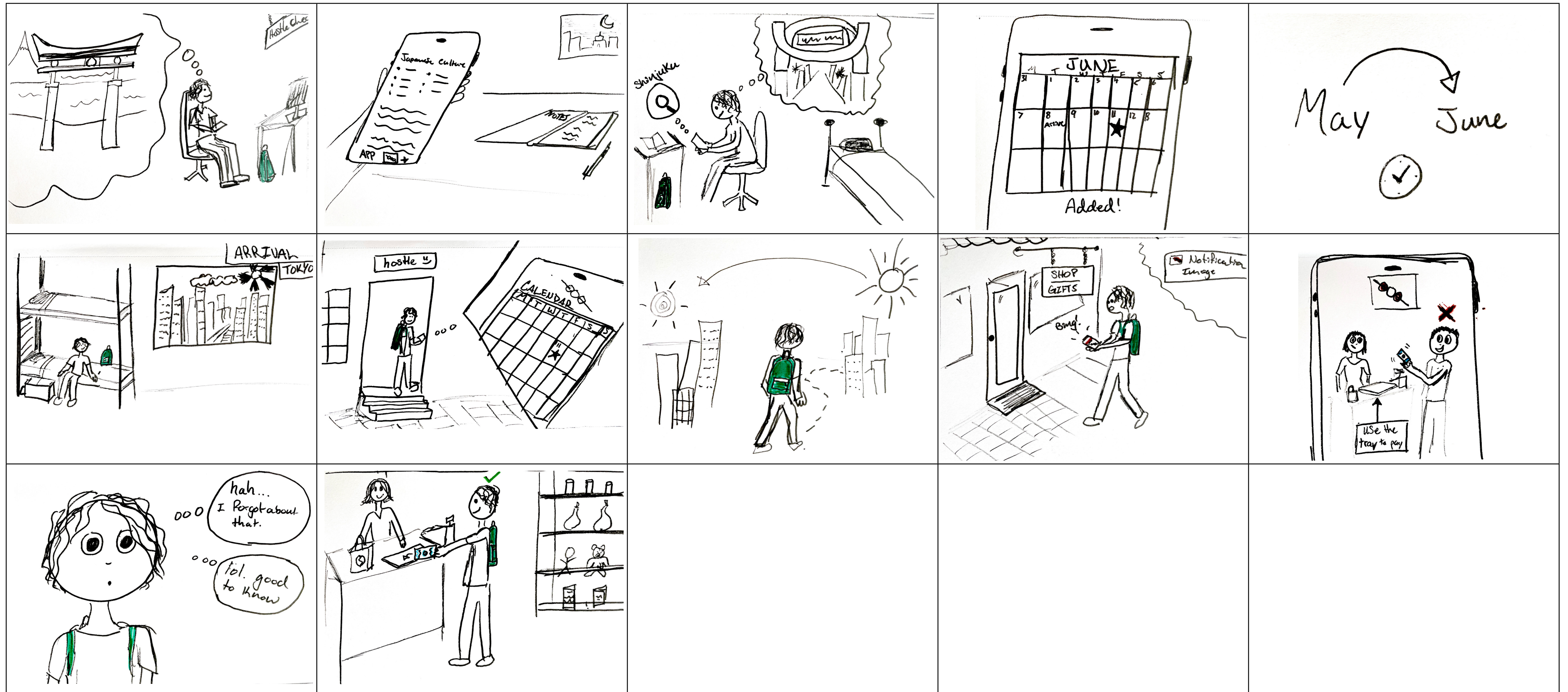
Max is planning his next trip and has found a Japanese Culture app that he is hoping will help fill the gaps in his knowledge about Japanese culture. He has been doing his own research but this app will be useful for guiding him while he is there. Max opens the app to research general etiquette in Japan and some behavioural tips for when he visits.

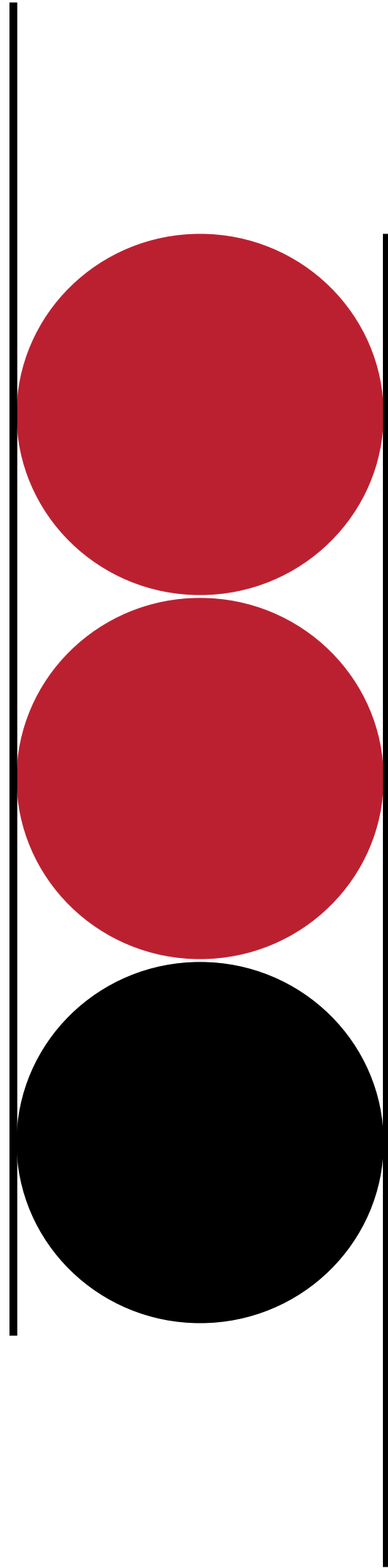
When Max finally arrives in a Japan a few weeks later, he reviews his planned itinerary to refresh himself on the plan for the day. Max takes the day to walk around the city and explore a couple nearby neighbourhoods he researched. While walking into a shop later that day, he receives a notification from the Japanese Culture app. The app is displaying a funny image of a tourist trying to hand money to the shop keeper without using the cash tray. It was something that Max had completely forgotten about and it made him laugh since he probably would have been "that tourists" had he not been reminded of this practice. He goes about shopping in the store and payed for his items without any discomfort for himself or the shop attendant.

STORYBOARD - LISA



STORYBOARD - MAX

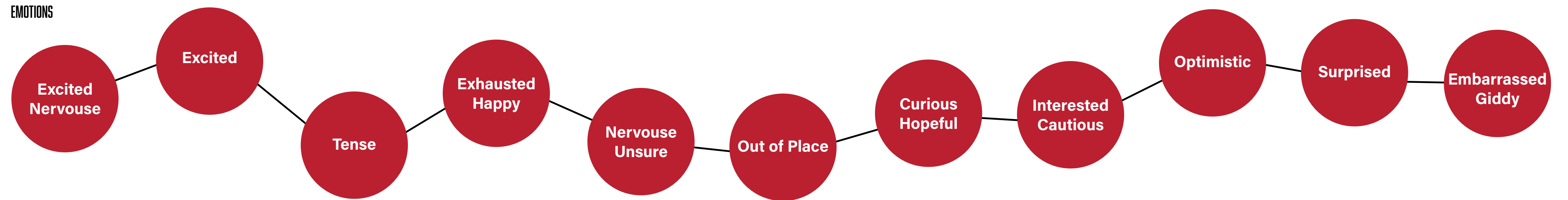




JOURNEY MAPS

LISA'S JOURNEY

February 5th	May 15th 7am	9:45am	May 17th 2pm	2:10pm	2:20pm	2:35pm	2:40pm	3:00pm	3:05pm	3:06pm
ACTIONS										
Lisa and David have decided their next trip will be to Japan. They have started their research.	Pack bags and go to the airport to catch their 10:00AM flight.	Board the plane and put their bags away. Preparing for a long flight.	Get off the plane in Tokyo and purchase some snacks.	Walk to baggage claim while eating their snacks.	Search online for help with Japanese Culture while waiting for the bags.	Download an App that helps inform the user about cultural norms while traveling Japan.	Setup the app. (Settings, location and notifications)	Get bags and discuss the plan for getting into the city.	Read notification from App. "Don't block pedestrian walkways"	Move aside to a near by bench to continue planning.

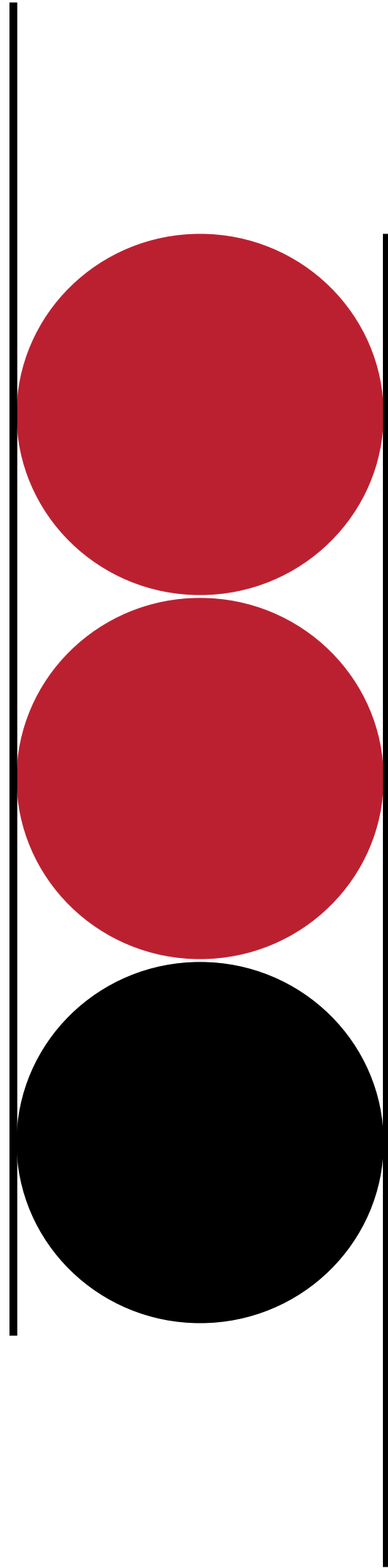


THOUGHTS										
"I hope that we don't have too many challenges with the language difference"	"Today is the day. Finally going to Japan!"	"This plane is so quite"	"I'm starving, that airplane food just wasn't for me"	"I feel like I'm being stared at"	"There must be something I'm missing"	"This seems like a well informed app"	"I hope this app is trustworthy if i'm going to be sharing my location with it"	"Good to go. Now, how do we get to the hotel?"	"Wow, how relevant is this? Haha"	"Well I guess that app is coming in handy already"
"There are so many things to see there!"	"Harley will miss us so much"	"I feel like I'm in everyone's way"		" No one else seems to be eating or drinking"	"Maybe I'll Google it"	"It'll be great not to referencing the guide book all the time"			"I probably should move out of the busy passage way. We've been distracted"	"I'll keep in on for the trip"

TOUCH POINTS										
Google, Guide Books, Computer, Cellphone, Friends	Phone and Taxi Service	Flight Crew, Plane Ticket and Passengers	Food Attendant and Wallet	Other travellers, Signage and Crowds.	Cell Phone and Google	App Store and App Settings	Guidance App (First time user)	Bag and Crowds	Cell Phone and Notification from Guidance App	Bench and Crowd
PAIN POINTS										
Difficult to know specifically what I need to know and how to prepare for this trip.	Fear of forgetting something or being late for the flight.	Waiting and general airport stress.	Difficult to find a shop with snack food, most were restaurants.	Feeling out of place. Not Knowing social norms.	Searching for help but not knowing where to get help from.	Download is slow on the airports wifi.	The app feels a little invasive.	Signage is mostly in Japanese.	Being called out. Embarrassment.	Consuming more battery with location services on.
OPPORTUNITIES										
Prioritize information that is most important.	Checklist and reminders for commonly forgotten items	Communicate calming messages while the trip is beginning.	Tips related to the length of the flight and preparing with snacks.	Educate and provide guidance.	Promote trusted resources.	Differentiate the product clearly.	Justify the use of location and notification permissions.	Provide guidance on symbols at the airport for way finding.	Keep the content light hearted and friendly.	Suggest closing the app before going to bed.

MAX'S JOURNEY

May 18th 8:00pm	10:00pm	10:15pm	July 3rd 11:00am	11:30am	3:00pm	3:10pm	3:11pm	3:20pm
ACTIONS								
Research trip to Japan. Attractions, restaurant and cultural info.	Download and setup Japanese Culture Guide App	Read through guidance on Etiquette, matters and laws, provided in the app.	Arrive in Tokyo Japan and prepare for the first day by reviewing the itinerary and places of interest.	Go walking through the city to get a "lay of the land" and explore the neighbourhoods nearby.	Go to a shop that was walked by earlier to buy a few small gifts.	Receive a notification from the Japan Guide App once entering the store.	View guidance in the app.	Browse the store and purchase gifts.
EMOTIONS								
Excitement Curiosity	Intrigued Sceptical	Fascinated	Enthusiastic	Energized	Pleased Curious	Hopeful	Humoured Guilt	Anticipation
THOUGHTS								
"There is no much to know" "Japan seems different to some of the places I've been in South Asia"	"Maybe I'll leave the location services off for now. Seems unnecessary for now"	"Many of these behaviours are just about respecting other peoples space and enjoyment of life" "Should be Easy"	"Today I'm just going to do a little exploring and walking around. Get to know the area"	"This city is so cool" "It's just like in the movies"	"Hope they have a few things for the family that are light enough to go in my suitcase"	"Oh right! This app operates based on my location" "I wonder what its going to tell me"	"Oh I completely forgot about the cash tray" "That totally would have been me! haha"	"I think I'm doing okay!" "This is pretty easy once you know what's expected"
TOUCH POINTS								
Computer, Cell phone, and Colleagues	App Store and App Settings	Guidance App, Culture and Behaviour	Cell phone and Itinerary	Pedestrians and Google Maps	Google Maps	Cell Phone Notification	Japanese Guidance Diagram	Store Attendant and Wallet
PAIN POINTS								
The amount of information online is somewhat overwhelming.	Lacking phone space for a new app. Might forget to turn the settings back on once in Japan.	Too much information to read through. Boring.	Getting lost.	Walking on the wrong side of the sidewalk and getting in the way while looking at the map.	Figuring out what stores have authentic goods and gifts.	Phone notification tone can be loud. Need to step to the side to check my phone.	Feeling guilty for lack of knowledge.	Not use to the money in Japan.
OPPORTUNITIES								
Keep content clear and efficiently summarized	Ask for user travel dates and remind them when to turn on their location sharing.	Graphic elements to make the information resource more engaging.		Use the app to communicate safe phone use.	Suggest authentic stores and gift ideas.	Friendly welcome message for the first notification they receive. Space out notification frequency.	Keep diagram funny and educational.	Preparation material could include diagrams of the money and some conversion rates.

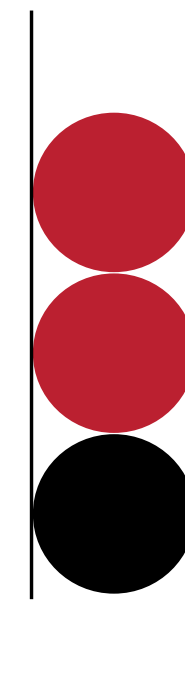


APP PLANNING



GOALS

- Communicate behavioural expectations
- Make the user laugh
- Make the user reflect on their own behaviours
- Reduce behavioural resistance
- Improve tourist and local relations



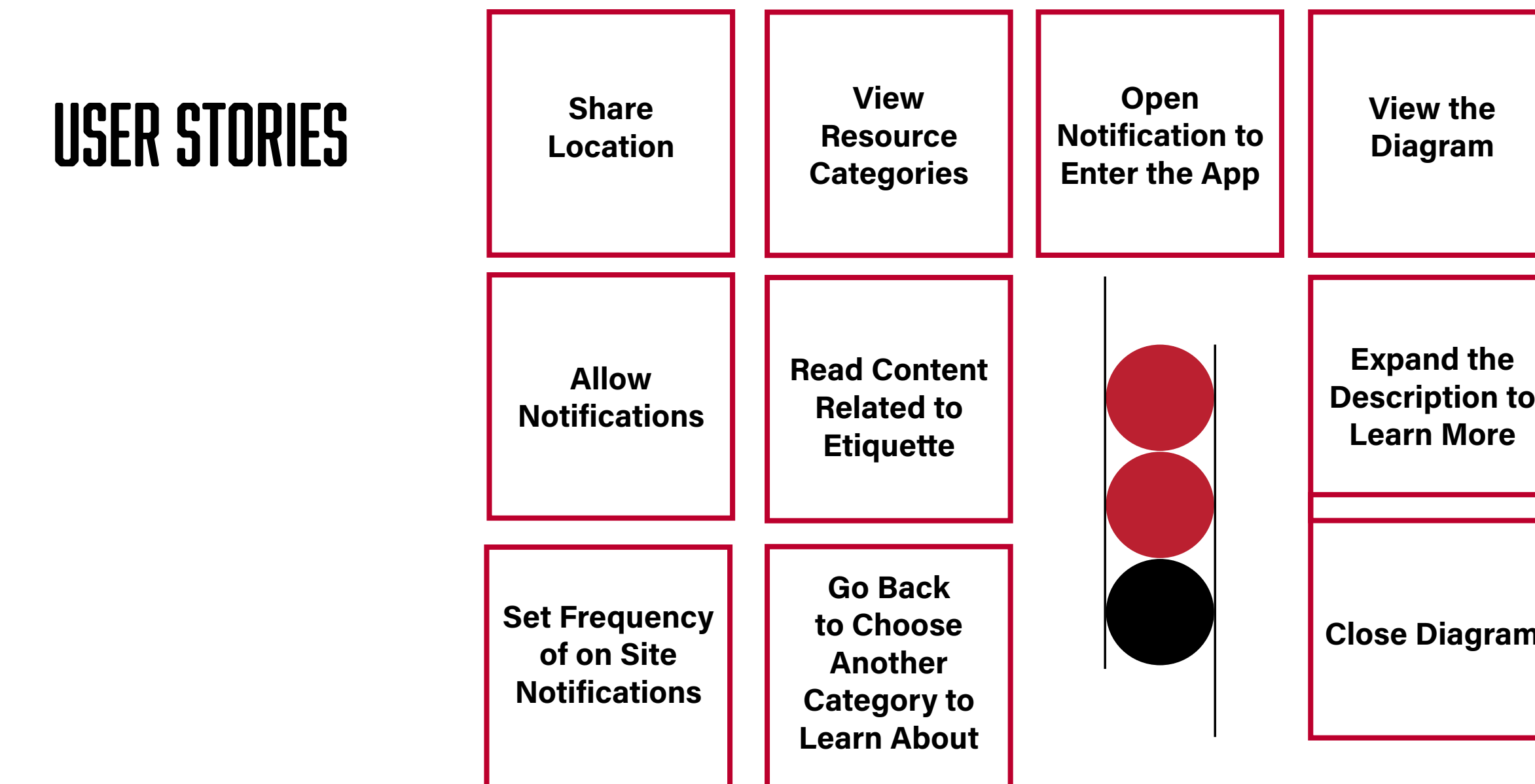
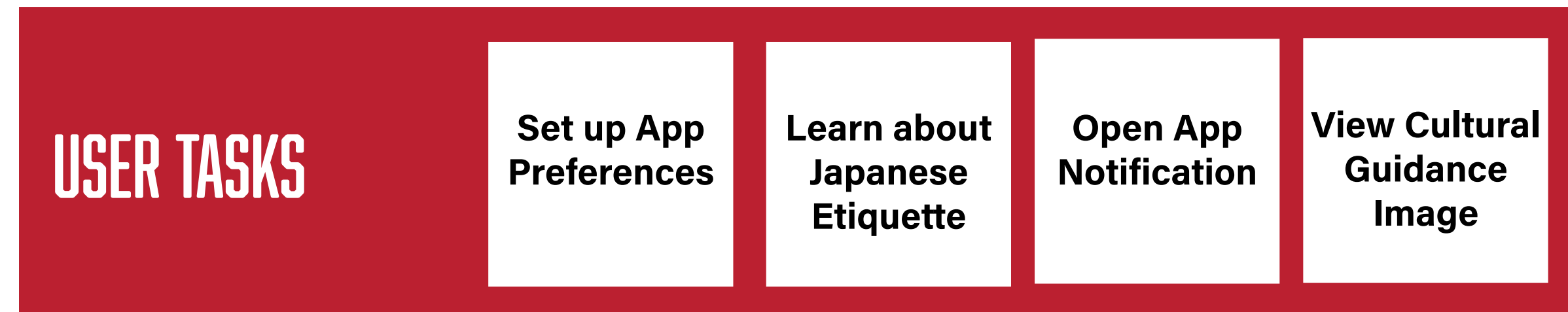
FEATURES

- Notification content based on geolocation
- Images and diagrams for presenting behaviour expectations in a fun and humorous way
- Vocabulary suggestions based on location
- Resources on etiquette and cultural norms for trip preparations
- Behavioural guidelines

USER STORY MAPPING

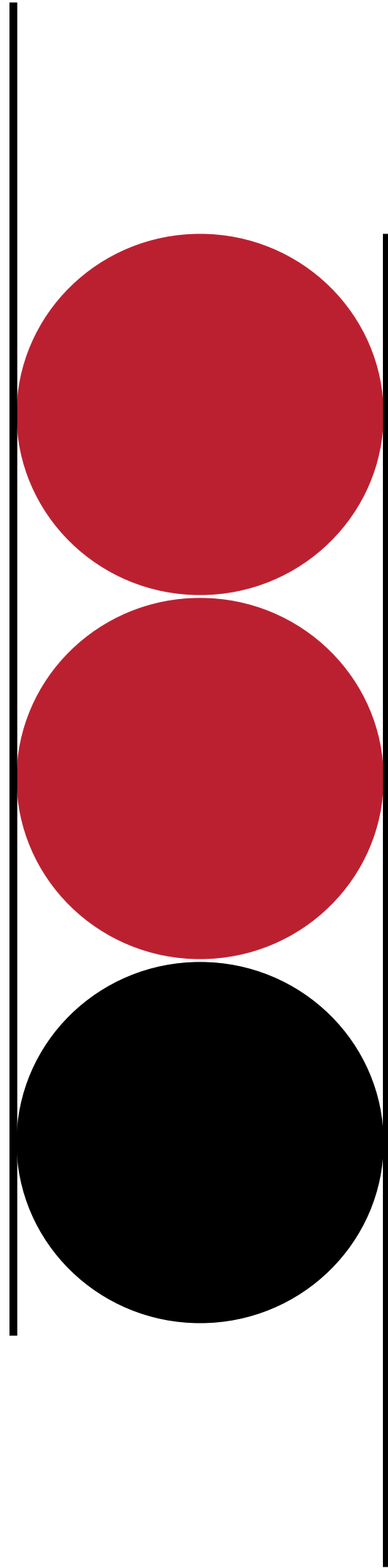
Learn Behavioural Expectations In Japan

Be reminded of what not to do while travelling Japan



This app will have one main purpose, to introduce tourists to Japanese culture and behavioural expectations in a fun way. They will receive real time notifications based on their location and have access to cultural and behavioural resources at any time.

Since this design will not be coming out in multiple releases, I have used the user story section to cover smaller user tasks.



CARD SORT

Total participants 0  9

Name	Attractions	Behaviou...	Settings	Not standardized
Add Attraction to Calendar	7			2
Allow Access to Calendar			7	2
Allow Location Sharing			9	
Allow Notifications			9	
Attraction Details	8	1		
Behavioural Expectations Her	3	6		
Close Guidance		8		1
Diagram: [How not to behave	1	8		
My Attractions List	9			
Remove Attraction	9			
Save Attraction	9			
Search Attractions	9			
Suggested Attractions	9			

STANDARDIZATION GRID

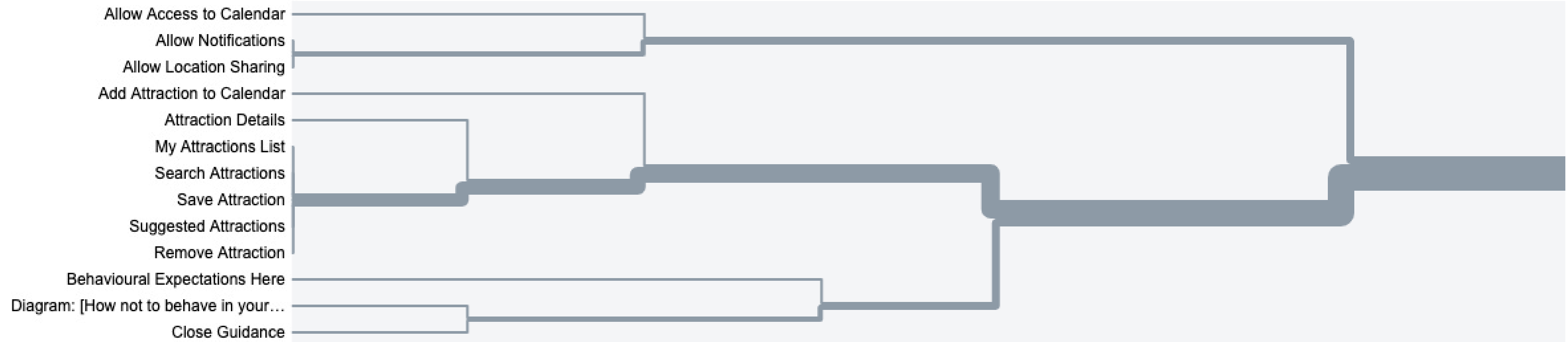
Allow Notifications

100	Allow Location Sharing											
75	75	Allow Access to Calendar										
0	0	25	Add Attraction to Calendar									
0	0	0	75	My Attractions List								
0	0	0	75	100	Search Attractions							
0	0	0	75	100	100	Save Attraction						
0	0	0	75	100	100	100	Suggested Attractions					
0	0	0	75	100	100	100	100	Remove Attraction				
0	0	0	62	87	87	87	87	87	Attraction Details			
0	0	0	12	37	37	37	37	37	50	Behavioural Expectations Here		
0	0	0	0	0	0	0	0	0	12	62	Close Guidance	
0	0	0	12	12	12	12	12	12	25	50	87	Diagram: [How not to behave in your current location]

SIMILARITY MATRIX

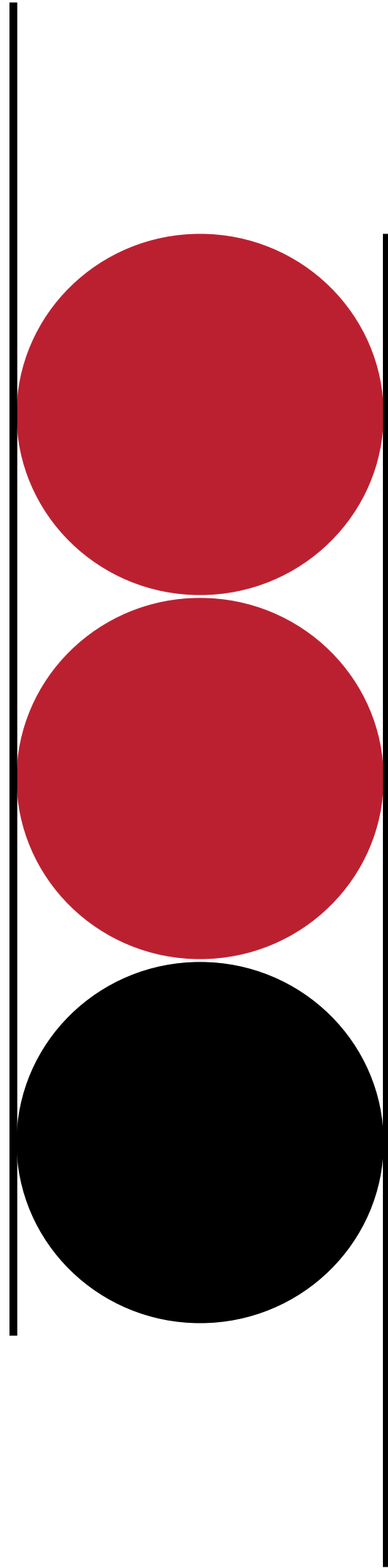
DENDROGRAM

100% Agreement



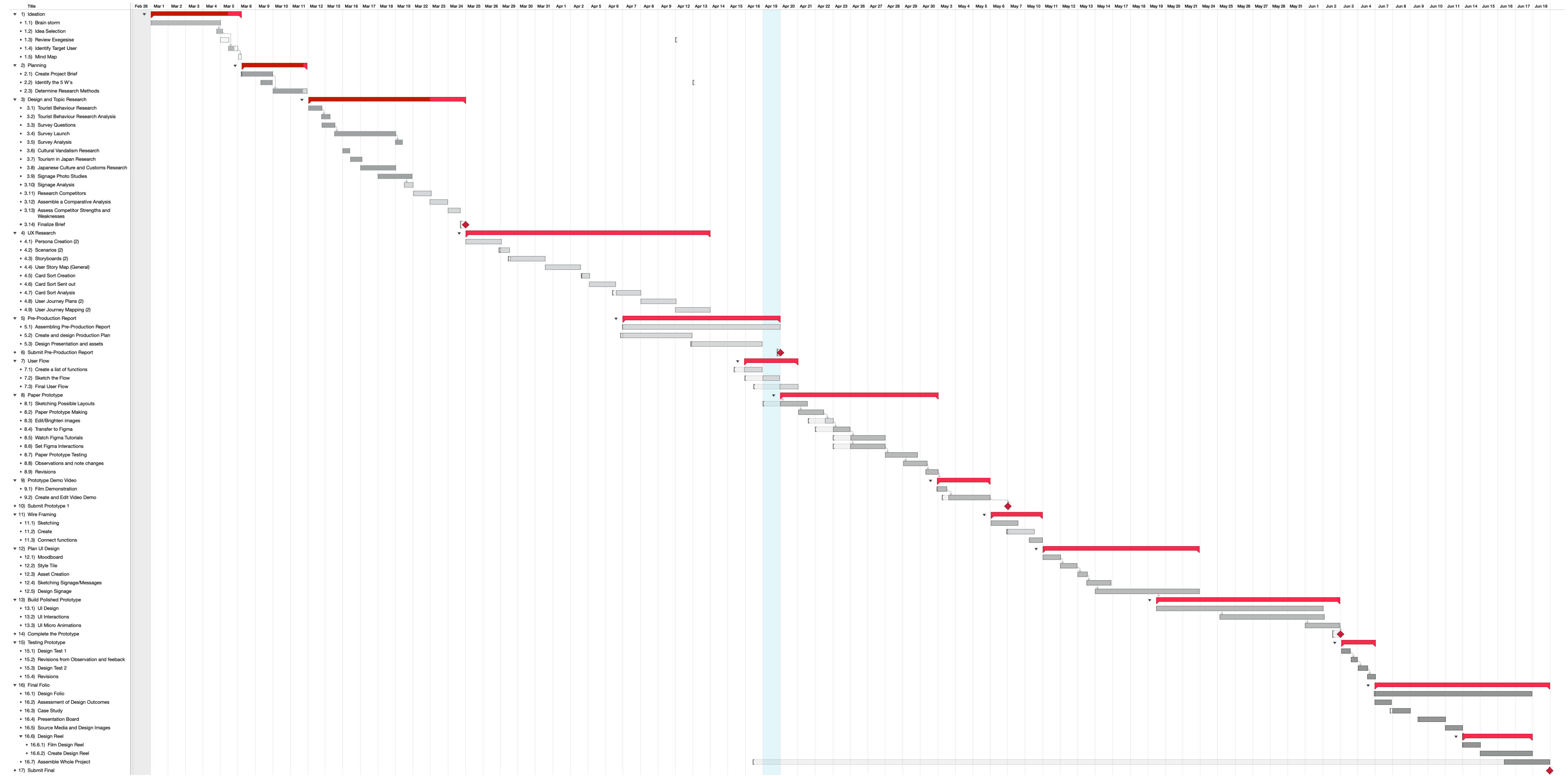
ANALYSIS

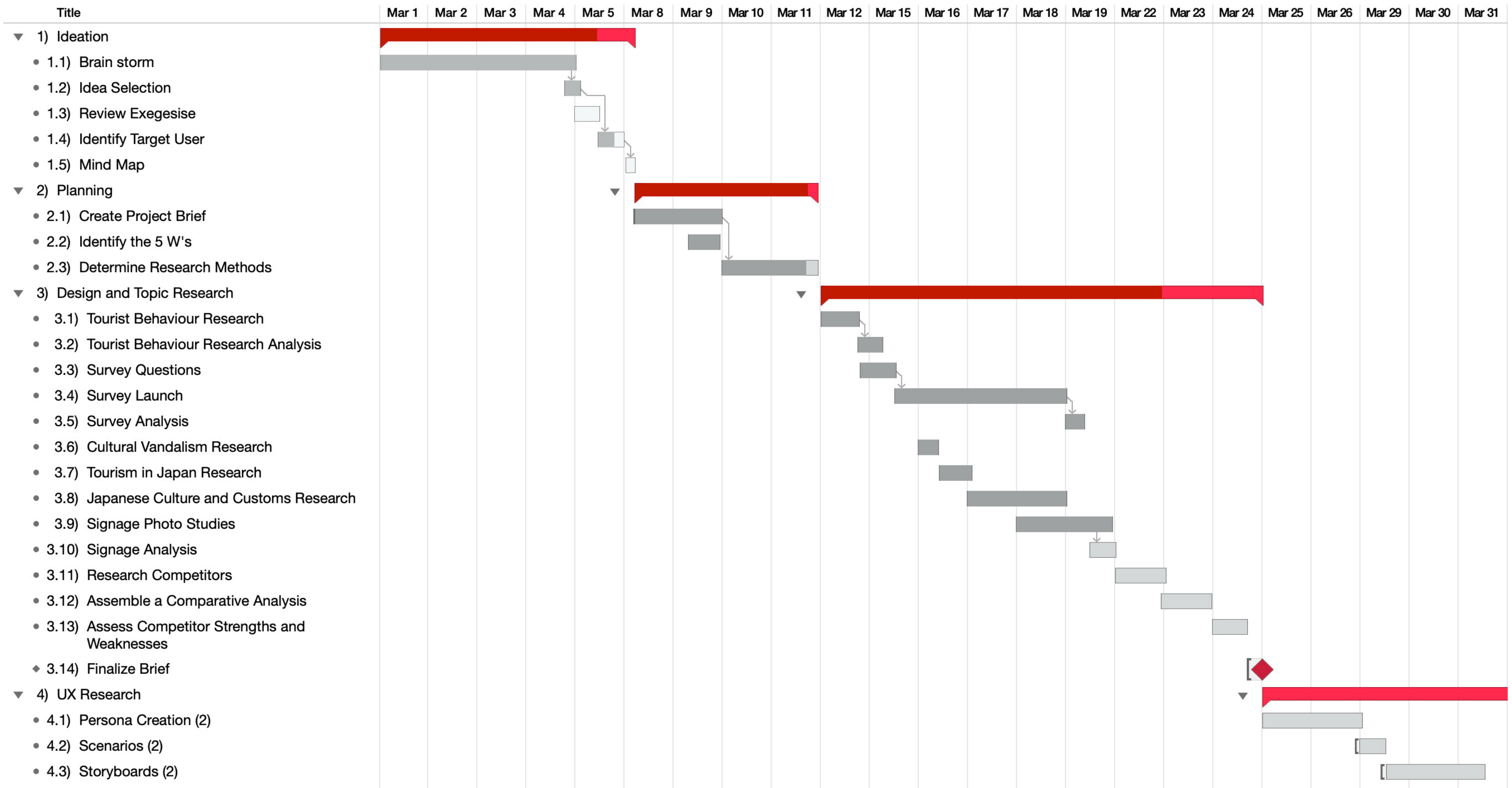
After this card sort was completed the functionalities and features of the app were reviewed, making some categories and features irrelevant. The card sort was quite successful but the design will require another card sort with updated features and categories. Considering the simplicity of the planned design functionality, the next card sort is expected to yield another strong result.

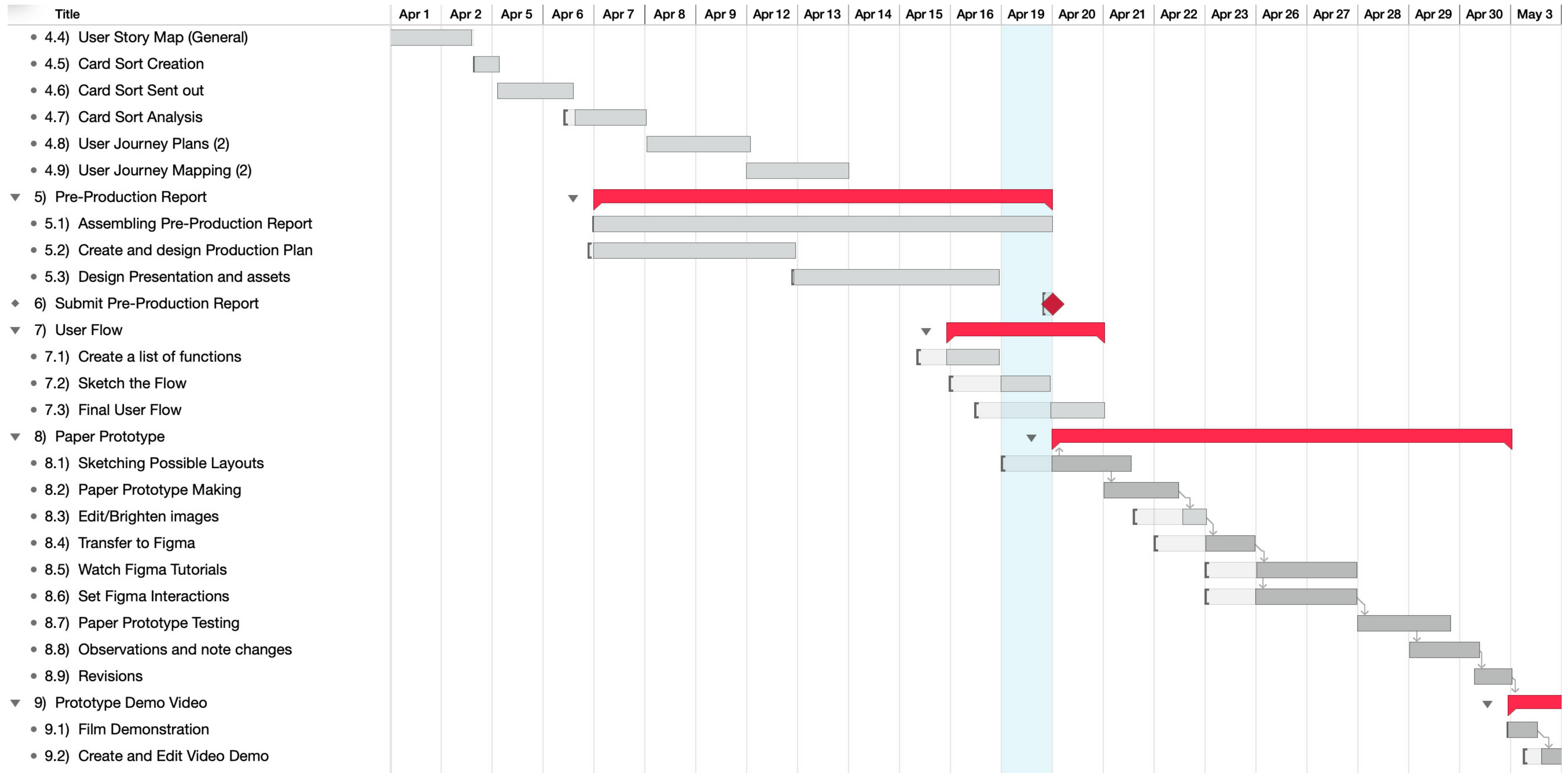


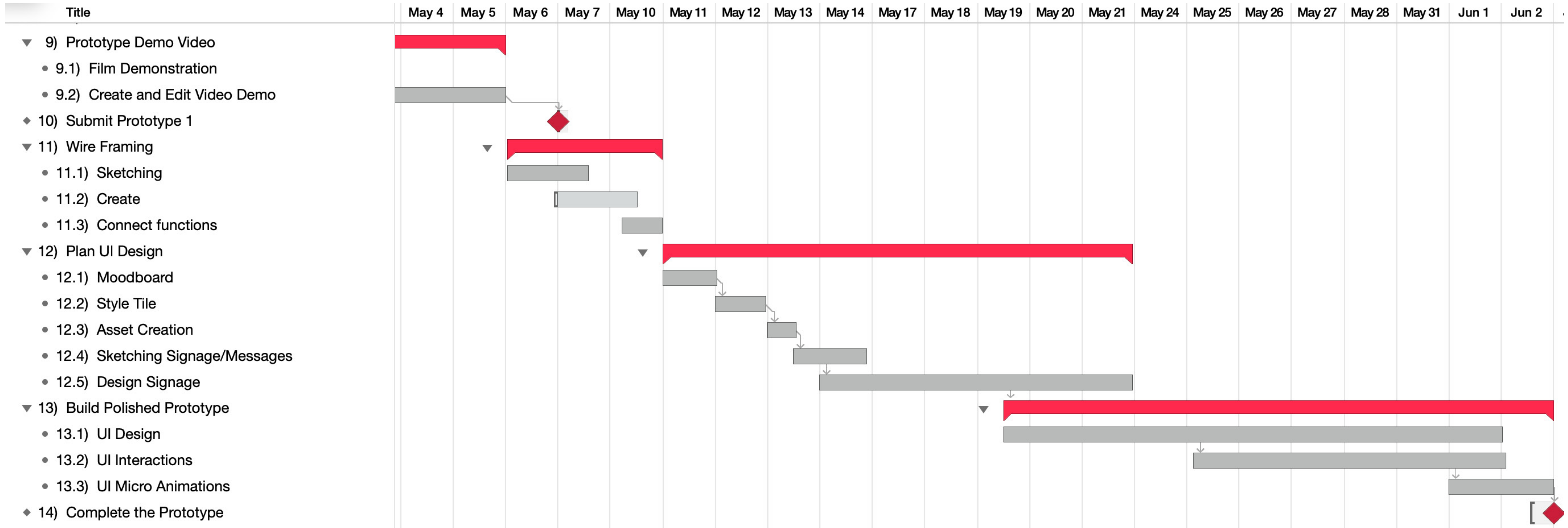
PROJECT TIMELINE

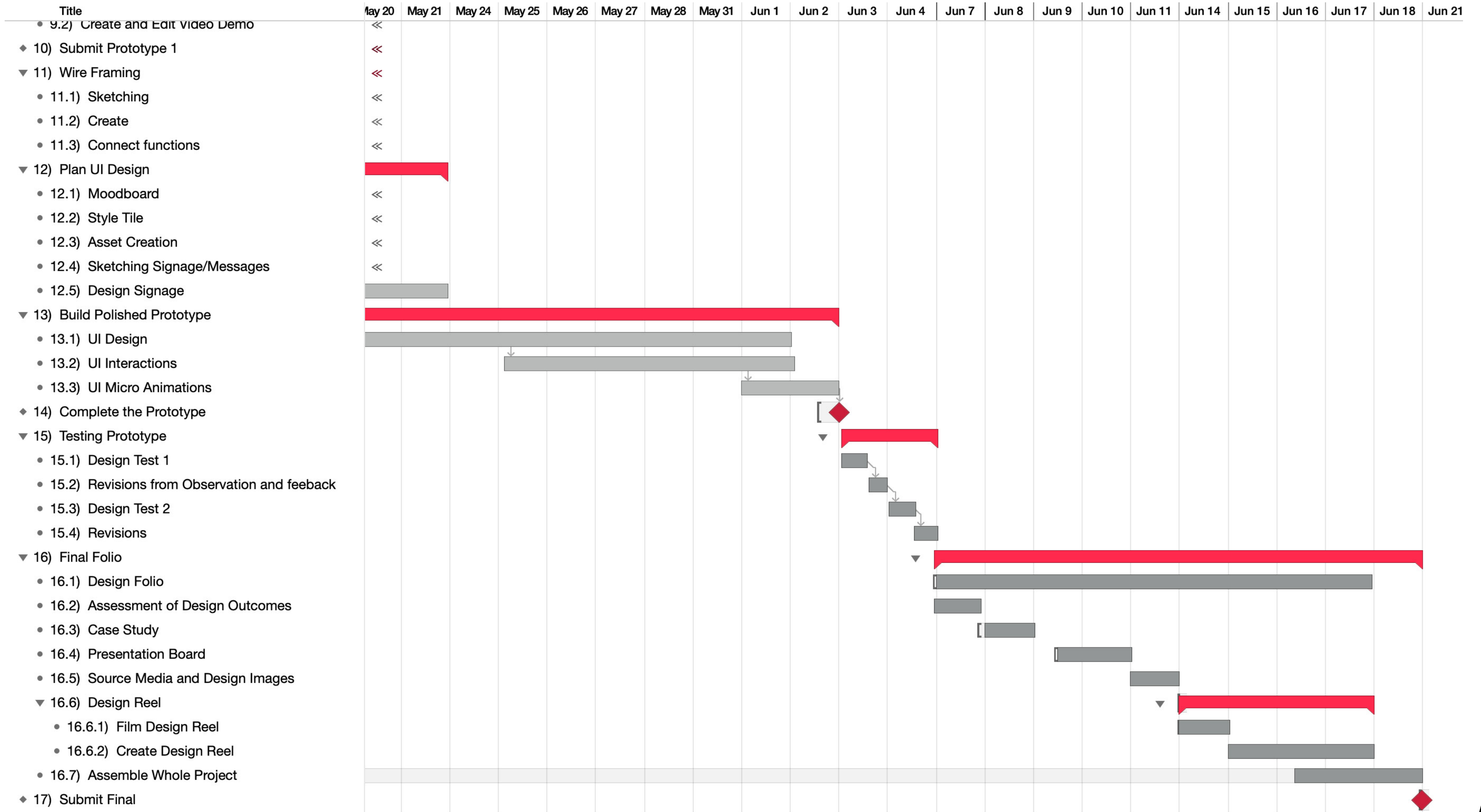
TIMELINE OVERVIEW











END NOTES

- 1 <https://www.theguardian.com/world/2018/jun/15/tourism-pollution-backlash-japan-crackdown-costs-airbnb-10m-kyoto>
- 2 <https://www.straitstimes.com/asia/east-asia/bamboo-trees-in-kyotos-iconic-arashiyama-forest-defaced-by-tourists>
- 3 https://www.huffingtonpost.com.au/entry/japanese-city-bans-tourists-from-eating-while-walking_au_5cffa1bbe4b0b021808743ae
- 4 <https://www.theguardian.com/world/2019/jul/10/japans-famous-nara-deer-dying-from-eating-plastic-bags>
- 5 Renata Fox. (2012). TOURIST DESTINATION SIGNAGE: A LINGUISTIC, COGNITIVE AND SOCIAL ACTION. Faculty of Tourism and Hospitality Management in Opatija. Biennial International Congress. Tourism & Hospitality Industry, 111.
- 6 Renata Fox. (2012). TOURIST DESTINATION SIGNAGE: A LINGUISTIC, COGNITIVE AND SOCIAL ACTION. Faculty of Tourism and Hospitality Management in Opatija. Biennial International Congress. Tourism & Hospitality Industry, 111.