

## Cultural Guidance App

Visiting a new country can be overwhelming...

There is a lot to learn and understand about their culture and behaviour norms.

YASASHII can help prepare you for the culture shift and provide you with guidance during your visit.

The app is focused on helping people from western culture adjust to Japanese culture.



Prepare yourself with in-app resources and tips.



Receive geolocation based guidance while in Japan.



## Problem Space

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.

How might we reduce cultural vandalism in popular tourist destinations?

## Background Research

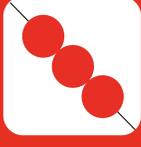


Japan has boomed with tourism in recent years and it has started to cause issues with local communities. Tourists have been caught defacing ancient bamboo forests, littering as they consume food and beverage on the go and generally disrupting the harmony that the Japanese people put so much effort into maintaining.

As an economic growth tool, tourism has been great for the country but it has come at the cost of the comfort of Japanese people. Since confrontational behaviour is not common in Japan, it can be difficult to communicate with tourists about their disrespectful behaviours or even inform them they are behaving inappropriately.

## Design Solution

### App



Carefully considering the target of this design, it was decided that an app would be the most effective tool for behavioural intervention and education. The user is experiencing sensory overload and possible culture shock upon their arrival in Japan. The app format would allow communication with the user on a familiar device, at the right times and places.

### Geolocation



Our user is only human and despite having studied Japanese etiquette and cultural norms they will forget from time to time. On site guidance tips triggered by the users location allow the app to provide fun and timely reminders that will help them interact harmoniously with locals.

### Culture Resources



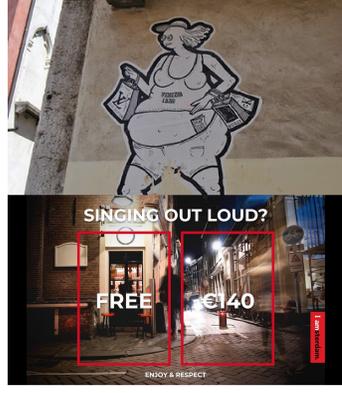
To ensure the user is prepared prior to arriving in Japan, the app has cultural information and resources included. Going beyond the usual guide book advice and helping them get comfortable with the cultural shift.

### Fun



The style of communication is informal and fun, leveraging funny illustrations and casual language. At the core of the app, we are telling people how to behave and what not to do. To avoid this authoritarian tone, casual language and funny illustrations help with disarming the user and increase the chance of them following the advice.

## Competitive Analysis



Multiple methods and mediums were reviewed for how they communicate with tourists to impact their behaviour and decisions. 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, a gap was revealed 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.

Humour • Self-Reflection • What Not To

## Photo Studies

Guiding Behaviour  
Tourist Education  
Illustrated Examples  
"What Not to Do" vs. "What To Do"



## Survey

Tourist Behaviour / Self-reflection Survey

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.

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.

"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."

"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"

## Users

Our users have two main things in common. They love to travel but they also know that they have a lot to learn in order to respectfully visit some destinations. They are mindful, educated and empathetic towards destination communities.

Both of them are preparing for a trip to Japan and have downloaded the YASASHII to help them learn about Japanese Culture and guide them through the many cultural differences.

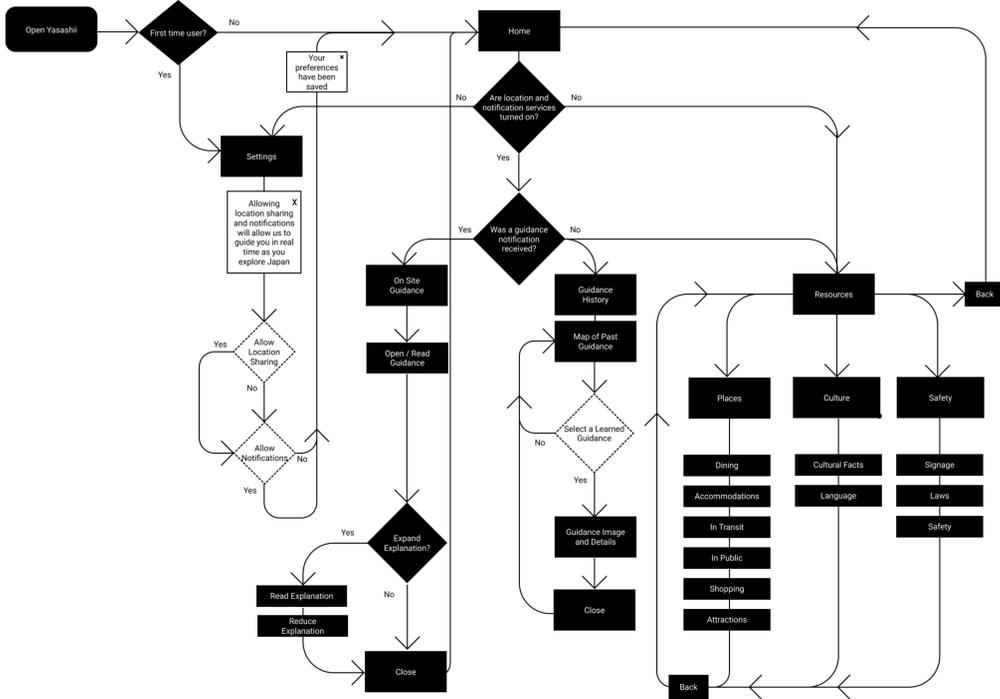


Lisa  
Age 65



Max  
Age 23

## User Flow



## Style Guide

Inspired by the simplicity and contrast of the Japanese flag. The style incorporates circular and rounded shapes, with a few sharper items to contrast the curves. Red is the highlight colour used in the logo and on other accents.

### LOGO



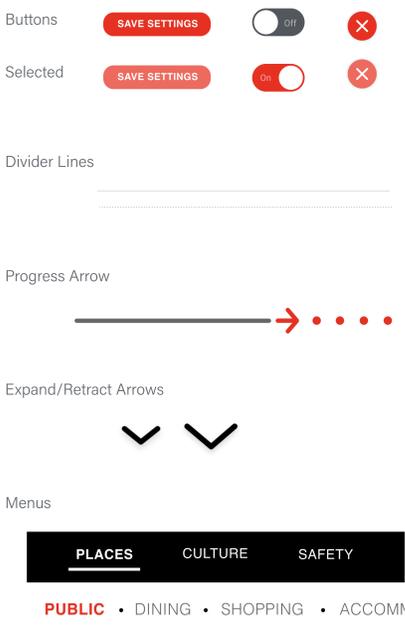
### COLOUR SWATCH



### TEXT

<b>BRAND HEADER</b>	<b>NOT THE FAR EAST 36</b>
Feature Text	Helvetica Light 30
<b>Header 1</b>	<b>Helvetica Bold 24</b>
<b>Header 1.1</b>	Helvetica Regular 24
<b>Header 2</b>	<b>Helvetica Bold 18</b>
Paragraph 1	Helvetica Regular 18
Paragraph 2	Helvetica Regular 16
Paragraph 3	Helvetica Light 12
<b>BUTTON 1</b>	Helvetica Regular 16
<b>BUTTON 1 Selected</b>	<b>Helvetica Bold 16</b>
<b>BUTTON 2</b>	Helvetica Regular 14
<b>BUTTON 2 Selected</b>	<b>Helvetica Bold 14</b>

### COMPONENTS



### ICONS



### Global Navigation



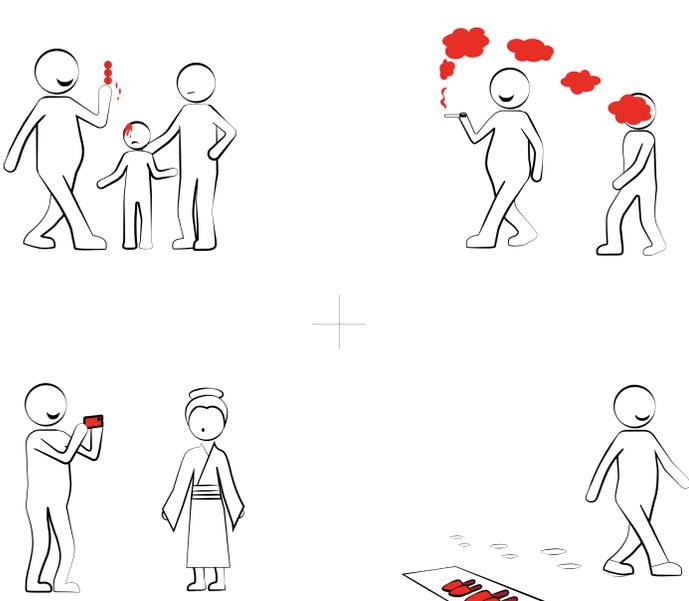
### Onboarding Navigation Button



## Moodboard



## Illustrations



To ensure the illustrations were effective in conveying information, while also entertaining the viewer; multiple iterations of the illustrations were created and preference tested. Asking users what they found funnier and easier to understand.

## Wireframes

Building and testing the wireframes revealed some areas of the concept that needed revision. Originally the user would receive a notification about the guidance and once this was viewed it would disappear. To allow for the user to reflect on past on site guidance, a map was added to allow the user to revisit this guidance and extend the life of the app after their trip is over.

The language used in the wireframes was in need of review after the map was added. Using a card sort to categorise the content, the labeling on the main menu and the categories within the Trip Preparation page were revised based on patterns and suggested categories in the test.



## Onboarding



The first time the app is opened, an onboarding process is triggered to set the tone of the app communication and to provide an overview of the app content. The user will move through these pages getting a sense of the app and then they will be asked share their location and allow notification in order for them to have the full app experience.

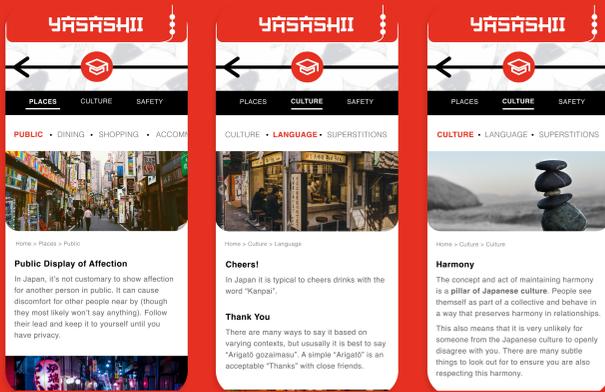
## Navigation



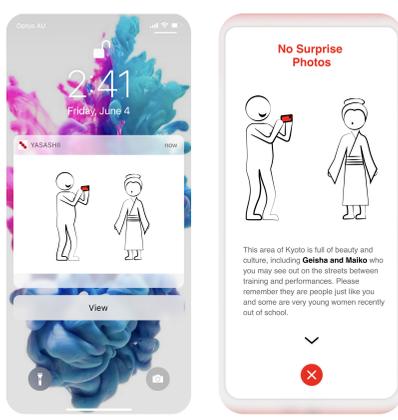
Navigation through the app is quite simple. The home page is also a menu to take the user to one of three sections of the app. There is also a discreet global navigation in the upper right corner to allow users to skip over the home page and go directly to another section of the app.

## Trip Preparation

Prior to the users trip to Japan, they can leverage the Trip Preparation section to learn more about Japanese culture. This section has resources that traditional guide books do not, helping the user understand the pillars of Japanese culture, etiquette and standard behavioural practices.

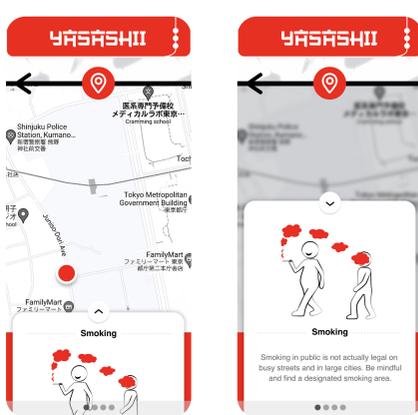


## On Site Guidance



Once the user has arrived in Japan the on site guidance feature will launch. As long as the user has allowed location sharing and notifications, the app will alert them of cultural and behavioural guidance that is relevant to their location.

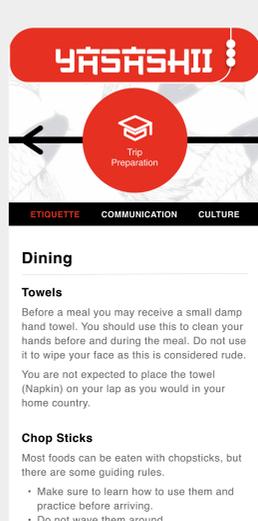
As the user travels Japan, the guidance and illustrations are saved to the map. This allows a space for the user to refresh themselves on the information and reflect on their travels. This extends the life of the app into the post-travel period.



## Design Testing

To ensure the app design and functionality was clear to the user, we did a variety of 5 second and first click tests with potential users. Based on the results, there were some elements that needed to be adjusted:

- The categories in the Trip Preparation section needed to be more clear since the users were very inconsistent about where they thought they might find certain information.
- Most users had difficulty identifying the title of the Trip Preparation page when they were on it. To simplify, the title was removed so the user can identify the page using the icon.
- Most users were not able to accurately spell the app name after a 5 second test, but the majority had a guess that was close to accurate.
- The aesthetic based questions revealed that some users found some page to text heavy. Additional space, images and "View More" buttons were added to reduce text concentration and improve the look/feel.



Initial Design Tested

## Usability Testing

Test subjects were supplied with 2 scenarios, one related to preparing for their trip to Japan by learning about specific elements of the culture and another asking them to imagine themselves in the heart of Kyoto and receiving the on site guidance notification. Based on the scenario, they had to use the app to accomplish the w

### Results:

- The background circle on the onboarding pages looks like a button and some users wanted to click it to progress to the next page.
- Touch points and button hotspots were small, making it difficult to click.
- Users wanted to swipe between pages in the Trip Preparation section, rather than using the menu buttons.
- Users wanted to swipe cards up and down, rather than using the expand and retract buttons.
- The users went to the On Site Guidance section of the app while they were still in the preparation scenario. This was a logic / sequential issue.
- One user said they wish the app had music.

### Changes:

- Made the background circle clickable in addition to the arrow. There is only one action per page (to move to the next page). User can choose the button that suits them.
- Increased the size of the clickable hotspots to help user with tap accuracy.
- Added swipe trigger to subpages of the menu to allow for easy page changes within each category.
- Added swipe trigger to cards that overlap the guidance map.
- Added an alternative main menu page that has an inactive On Site Guidance Section (this user would have no guidance triggered yet).
- Given the nature of the app (maintaining harmony), no music was added as it could startle the user or disturb others around them.

## Conclusion

This app has been created to fill a gap between tourist behaviour and local culture. It exists to inform, persuade and educate tourists about the destinations cultural norms and how they can lessen the cultural vandalism they inflict on destination communities. YASASHII has been created with the Japanese culture as its base, but there is potential to apply the same concept to other countries that are struggling with cultural vandalism brought on by tourism.

YASASHII is there to give you a light-hearted reminder of behaviours to avoid and how to responsibly navigate the cultural differences you may encounter.