2021 Spring

Intern Report

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Proposal

1. Market
2. Persona
3. User Research
4. Solution

5. Usability Test
6. Competitive Analysis

7. What I learned
Market
Market

Physically disabled aged people
Number of aged people (65+) In Japan

2000: 22M
2005: 25M
2010: 29M
2015: 33M
2020: 36M
2040: 39M

THE NUMBER OF AGED PEOPLE IN JAPAN

36M People

The number is expected to continue to grow in the future

In the 36 M aged people...

36M aged people

Physically Disable
35%

Others
65%

35%

OF AGED PEOPLE ARE PHYSICALLY DISABLE

Equal to 12.6 M people

Survey on barrier-free support for travel destinations, RECRUIT, 2016 Nov
Market of physically disabled in Japan

The number is expected to continue to grow in the future.

Do they want to travel?

I want to travel 92%

I don't think I want to travel 8%

N = 300

92% of physically disabled people think they want to travel.

Survey on barrier-free support for travel destinations, RECRUIT, 2016 Nov
What are the barriers to travel for physically disabled?

- Physical condition: 40% (N=300)
- Transportation: 35% (N=300)
- Not sure the destination's accessibility: 34% (N=300)
- Hard to find barrier free hotels: 30% (N=300)
- Not sure the hotel inside: 22% (N=300)

Survey on barrier-free support for travel destinations, RECRUIT, 2016 Nov
Market summary

- Market: 12.6M Physically disabled aged people
- They have the potential of 1.2 Trillion yen market
  - The number is growing in the future
- 92% of them want to travel
  - 43% of them don't go or plan travel
  - Lack of accessibility detail in hotel is one of the main reasons
Persona
Yoshiko

- 76 years old
- Can't walk so that wheelchair user
- Her daughter takes care of her as a caregiver
- Dreams to visit onsen around Japan
User Research

How I conducted

Participants
- 9 aged and/or low-mobility people
- Aged (60+): 7 in total
- Low-mobility: 6 in total
- Including 3 wheelchair user

Method
- Phone Interview
- 30-60 min
- Emphasize as design thinking

Question
- Problem when travel
- How to plan travel
- Motivation to travel
User Research

The problem

- Lack of facility
  - No handrail in the bath
  - No handcart
  - No pickup service

- Lack of information
  - Disabled person with low-mobility and caregivers simulate the end-to-end path during the travel
  - But current domestic OTAs don't provide the detailed information on accessibility
  - Which causing double check via both OTA and phone
The treatable problem

- Disabled person with low-mobility and caregivers simulate the end-to-end path during the travel
- But current domestic OTAs don't provide the detailed information on accessibility
- Which causing double check via both OTA and phone
When wheelchair users plan travel with OTA...

- Why they worry when planning travel via OTA? -

#1: Findability
- Displayed non-barrier free hotels
- Keyword search won't work sometimes

#2: Lack of Accessibility Information
- Attractive, but not accessibility-oriented picture
- Few picture of toilet, bath, and door of the room

#3: Not End-to-End
- They can't simulate end-to-end path in the hotel
- e.g., Entrance to room / room to bath
Issue

Disabled person with low mobility and caregivers of family members need to check precisely the hotel accessibility features and simulate the end-to-end path to the hotel facilities, but current online travel agencies don't provide the detailed information on accessibility, causing them a lot of worry and forcing them to spend a lot of time planning the trip.
Goal

Disabled person with low mobility and caregivers of family members can have peace of mind and save time when planning a trip by checking precisely the hotel accessibility features and simulating the end-to-end path to the hotel facilities.
Solution
Accessibility OTA

Don't worry anymore
1,062 Hotels in Shibuya

**Shibuya Stream Excel Hotel Tokyu**

- Rating: 4.5/5 (130 reviews)
- Free cancellation until 2019-12-13 19:00
- Breakfast included
- Free Wi-Fi
- 10 minute walk from east exit of JR Shibuya station, in front of ...$176.66~

**SHIBUYA HOTEL EN**

- Rating: 3.9/5 (1,511 reviews)
- Free cancellation until 2019-12-13 19:00
- Breakfast included
- Free Wi-Fi
- 10 minute walk from east exit of JR Shibuya station, in front of ...$176.66~

**The Millennials Shibuya**

- Rating: 3.5/5 (120 reviews)
- Free cancellation until 2019-12-13 19:00
- Breakfast included
- Free Wi-Fi
- 10 minute walk from east exit of JR Shibuya station, in front of ...$102.12~
1,062 Hotels in Shibuya

Shibuya Stream Excel Hotel Tokyu if text is so long as Stream Excel Hotel Tokyu if text is so long as...
4.58/5 (Reviews 130)
✔️ Free cancellation Until 2019-12-13 19:00
✔️ Breakfast included 🚗 Free Wi-Fi
📍 10 minute walk from east exit of JR Shibuya station, in front of ...

$75% Today
$176.66~ Per Room
2 Guests 1 Night

SHIBUYA HOTEL EN
3.98/5 (Reviews 1,511)
✔️ Free cancellation Until 2019-12-13 19:00
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$75% Today
$176.66~ Per Room
2 Guests 1 Night

The Millennials Shibuya
3.54/5 (Reviews 120)
✔️ Free cancellation Until 2019-12-13 19:00
✔️ Breakfast included 🚗 Free Wi-Fi
📍 10 minute walk from east exit of JR Shibuya station, in front of ...

$102.12~ Per Room
2 Guests 1 Night
Sort & filter

Sort by
Recommended

Price Range
The average price per room is $120

$0 - $250+

Suggested filters
Swimming pool
Breakfast included

Barrier free

Star rating
5 stars
4 stars
3 stars

Show more
Shibuya Stream Excel Hotel Tokyu

Grand opening on September 13, 2018 @ Directly connected to Shibuya Station (Exit 16B) Space with original design and functionality

4.5 Excellent
130 reviews from verified guests

A creative atmosphere combining an interior with old and new items arranged in a fashionable and modern manner along with superior functionality. A creative...

See more detail ↓

Hotel facilities
- Pool
- Non-smoking
- Bar
- Free Wi-Fi
- Restaurant
- Parking

See more detail ↓

3 Chome-21-3 Shibuya, Shibuya City, Tokyo 150-0062
300m from Shibuya Station

Choose your room

Check in: 9/24/2019  Check out: 9/25/2019

Guests: 2 guests, 1 room
Choose your room

| Check in: 9/24/2019 | Check out: 9/25/2019 | Guests: 2 guests, 1 room |

[Non-Smoking] standard twin room with great ocean view

- 1 Twin Bed
- 24m²
- Max 2 Adults / 1 Child

- Bath
- Television
- Non-smoking

See room details

Only 1 room left!
Breakfast plan

- Free cancellation until 9/24/0
- Earn 300 points (JP
- Breakfast Early Check-in Late Check-out

Get 35% off coupon

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed eiusmod tempor incididunt ut labore et dolore magna aliqua.

See plan details

Room only plan

- Free cancellation until 9/24/0
- Earn 300 points (JP
- Breakfast Early Check-in Late Check-out

You've successfully claimed this coupon

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed eiusmod tempor incididunt ut labore et dolore magna aliqua.

See plan details

Breakfast and dinner plan

- 35% Today
- 62/16
- $176.66 per room

- Reserve

- Room only plan
- $185.24 per room

- Reserve

- Breakfast and dinner plan
- $198.59

360° room viewer

360° interactive movie
Why Accessibility OTA?

Only Carefully-Selected Hotel
-> Filtering with “Barrier free”

360° Room Viewer
-> Never miss the tiny obstacle
Demo

360° interactive FPV movie
-> End-to-end path simulation in detail
Demo
Usability Test
Usability Test

How I conducted

Participants
- 2 wheelchair users interested
- Both interested in accessibility OTA

Method
- Zoom Interview
- 30-60 min
- Complete the task

Task
- Finish the reservation
- Start: hotel information page
- End: until they request to click 'reserve' button
- *Not until reservation confirmation
Usability Test

Result

It works

- They could finished reservation in hotel info page
- Both 2 tester used accessibility features and checked the accessibility detail

Limitation

- They control UI not directly, but through my screen
- Not until the reservation confirmation in the next page
Competitive Analysis
Positioning

High Inventory of accessible hotels

If implemented...

Low inventory of accessible hotels

Low detail on accessibility

High detail on accessibility

*Wheelchair specialized OTA

Kokofuri Gunma
*Disabled people’s hotel review website

UNAGI TRAVEL
*Let the client’s doll travel

Booking.com
Expedia
agoda

Rakuten Travel

MADE WITH beautiful.ai
What I learned
Daily report

一次活動

カジュアルに色の薄く明るくなった

次に述べて来てくださって言われて驚かされた

プロジェクトマネージャーという、今までやってきた中で一種スキルが行かせる職種

とりえず受かった

重ね掛けました

2/17水曜

・セットアップ

・ジュリアンさんと随和なミーティング

・ジュリアンさんとTピカールのミーティング

インターン期初日だった。Viberでのやりとりが基本だった。セットアップで手間を省いてしまった。

ログアウトが、どうすればより多くの人、より効果的に使ってもらえるようにできるのか？

3/21

Useability Test Demo by Show Hug

The enquires are a description of a product usability test. I would like to record the opinions of users at Tokyo Mushi Office. Let's paint Tokyo Mushi Office in red...

https://www.youtube.com/watch?v=K4OJxJbHst

- Usability test
  - With 2 persons
  - Separate the position size and A and B
    - A Not shown on the page, just appear when user click "less room detail" outside
    - B Shown on the page, just below the room photos

Procedure
  1. Explain the features like room-around-view and end-to-end path movie
  2. Explain the position of the 2 features in the website mockup
  3. Have them simulate it, let's make appointments from dialogue
  4. Let them continue the website by requesting me to scroll or click during my screen sharing

Result 1 (state A)
  1. Check the room picture
  2. Check the room around-view (top, where he takes off his shoes, bath, toilet)
  3. Check the end-to-end path
  4. Check the breakfast value

Result 2 (state B)
  1. Check the hotel picture
  2. Check the room picture
  3. Check the room around-view (top, door side, bath, toilet)
  4. Check the end-to-end path
  5. Check the access map

Feedback
  - For the position of the accessibility features: room-around-view and end-to-end-path, they both recommend state B (shown in the page).
  - I'm sure it will be possible to click and choose feature even A
  - It is easy to find the feature in state B it should be appeared in front.

Conclusion
  - They can control the actual user interface, just requesting me to control it
  - The accessibility features were not implemented. (just explained it and ask them to imagine it, before the test)

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- Presentation
  - Young Beautiful.ai

- Sort out the data and upload to BOX
  - Check interview (post the existing one)
  - E-mail feedback for each
  - Count feedbacks (3 days, 0, 3 days)
  - Planning interview next 3 days

- Reflect the feedback from Japan
  - Add specific indicator
  - Refer to other reams PRO

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- Modify PRO
  - Art-filtering feature
  - Make presentation

3/28

- Make PRO
  - Art-filtering feature
Why PDM intern?

① Learn and know what PDMs do in Rakuten
② Utilize PDM skills for my own business / research

What will I do in PDM intern?

① Join the meetings and learn how PDMs work
② Study PDM with article / book / previous PRDs
③ Write PRD ← ✔️ Main Task!
④ Connect PDMs and other Rakuten members
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Clear! (Partly)
Thank you!
Number of physically disable In Japan

2001: 3.3M
2006: 3.6M
2011: 3.9M
2016: 4.3M
2020: 4.4M

THE NUMBER OF PHYSICALLY DISABLE:

4.4M

The number is expected to continue to grow in the future.
IF THEY COULD TRAVEL...

1.2 yen

Calculation:
33M: over 65 years old people * 0.35: rate of physically disabled in aged people * 50000: average spent in travel in 70s * 2: assuming to have an attendant†

Age distribution of physically disabled

- Over 65 y-o: 73%
- Under 65 y-o: 27%

73% of physically disabled are over 65 years old.

Survey on barrier-free support for travel destinations, RECRUIT, 2016 Nov.
Have they traveled / planned a trip before?

- I have traveled or planned: 57%
- I don't travel or plan: 43%

N = 275

43% of physically disability with travel motivation don't travel or plan.

Survey on barrier-free support for travel destinations, RECRUIT, 2016 Nov
Do you think that the accommodation information provided online or in books is not enough?

- Strongly Yes: 40%
- Yes: 30%
- I think so if you ask: 21%
- No: 10%

N = 300

Survey on barrier-free support for travel destinations, RECRUIT, 2016 Nov
Statistics

73% of physically disabled are 65+ years old

35% of 65+ years old people are physically disabled
図表1  一人当たり年間平均国内宿泊旅行回数

Plunge in 70s

The average number of annual trips drops sharply in the 70s

https://www.fir.co.jp/fs_bk/201810/26-29.pdf