

## Problem statement

To enhance group travel by sharing personal media that a) supports the travel experience, b) encourages social interaction between group members, and c) builds an enduring collective memory of the trip.

## Brainstorming ideas

In order to arrive at the above problem statement, we brainstormed possible problems the product could address:

- to change the nature of bonding relationships
- to enhance/enrich participation and community within a group of travelers
- to help strangers meet
- maintain communication after the fact
- to enrich the experience through sharing
- to help facilitate information gathering/sharing before the trip
- to help novices and experts share knowledge
- to build a group memory \*
- to help archive memories
- to share disparate experiences
- to build an information history
- it must be fun and unobtrusive \*
- to bring together people who share similar interests
- build a community \*
- share personal media

\* indicates most valued by the group at large

## User group & context

Although we feel that our product should be extensible into multiple contexts, for the purpose of this project we decided to narrow our focus to scuba diving trips. Not only do these trips provide ample opportunity for social interaction, but divers are an accessible set of users for our group to study.